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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

December, 1980 Volume 9, Number 12

1981 TRAVEL OUTLOOK FORUM — THE BEST YET

Data Center Director Douglas Frechtling, moderator of the forum.

REPRESENTATIVES OF GOVERNMENT AND INDUSTRY FILLED LOEW'S L'ENFANT PLAZA HOTEL BALLROOM TO CAPACITY IN THE LARGEST TRAVEL OUTLOOK FORUM TO DATE. IN RESPONSE TO THE UNPRECEDENTED SUCCESS OF THE 1981 FORUM, THE DATA CENTER PLANS TO EXPAND THE NEXT MEETING, WHICH WILL BE HELD ON DECEMBER 10, 1981. DON'T MISS THE OUTLOOK FOR '82.

Joe Smith, President of Oxtoby-Smith, keynote speaker.

Ned DeWitt, President of Six Flags, luncheon speaker.

Two hundred interested visitors filled the meeting room at Loew's L'enfant Plaza Hotel.

Forum visitors take a beverage break before returning to the intensive seminar.

Data Center and Travel Research Association publications draw interest.

STATE TRAVEL OFFICE SURVEY RELEASED: BUDGETS GROW IN 1980-81

Travel promotion budgets for 1980-81 are up 12% for state and territorial governments, according to figures released by the U.S. Travel Data Center in its 1980-81 Survey of State Travel Offices.

Total budgets rose to a record $113.8 million, for the smallest percent increase in four years.

Thirty-eight state budgets are set to increase over last year, while 16 show declines.

The average total budget for a travel office is about $2,070,000 in 1980-81. Of this, about $656,000 will be allocated for advertising, according to the S. T. O. survey.

This eighth annual edition compiles, in 98 pages, state-by-state operations of the official agencies responsible for travel promotion and development. It provides information on the advertising plans, budgets, promotional programs, package tours, and other functions of each state and territorial travel office.

The 1980-81 SURVEY OF STATE TRAVEL OFFICES, with tables and analyis is available for $22.00 prepaid from the U.S. Travel Data Center, 1899 I Street, N.W., #610, Washington, D.C. 20036.

The U.S. Travel Data Center is the National, non-profit center for travel and tourism research. ###

DATA ON FOREIGN VISITOR SPENDING BY REGION NOW AVAILABLE

As a special study for the U.S. Travel Service, the Data Center found that during 1978, foreign visitors spent $2.7 billion in the Far West and Hawaii, more than any other U.S. travel region. This spending directly generated 88 thousand jobs paying $600 million in wage and salary income, and produced $200 million in federal, state, and local tax revenue. The South was second in foreign visitor impact.

In the study, The Economic Impact of Foreign Visitor Spending in the United States, the Data Center estimated the regional distribution of foreign visitor economic impact using its Travel Economic Impact Model. The study was based upon USTS market studies, and it appears to be the first comprehensive report on the regional effects of foreign visitors.

The study also provides estimates of the secondary impact of foreign visitor spending based upon national input - output tables. This impact occurs when travel - related retail firms purchase goods and services from their suppliers, and when employees in these firms spend their earnings. The secondary impact on output is nearly twice the primary or direct impact, producing 570 thousand jobs.

The USTS study has been sent to the Data Center members and is available to others from Manager: International Research Program, U.S. Travel Service, U. S. Department of Commerce, Washington, D.C. 20230. ###

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. Sharon Winstead, Editorial Assistant. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $25 per year, U.S., Canada, and Mexico; other foreign countries, $30 per year, payble in U.S. funds only.

TRAVEL PRICE INDEX: TRAVEL PRICES RISE, BUT SLOWLY

The cost of travel in the U. S. in October registered the smallest increase in two years, according to the U.S. Travel Data Center's Travel Price Index (TPI). The TPI rose 0.2 percent in October, the smallest increase since September, 1978.

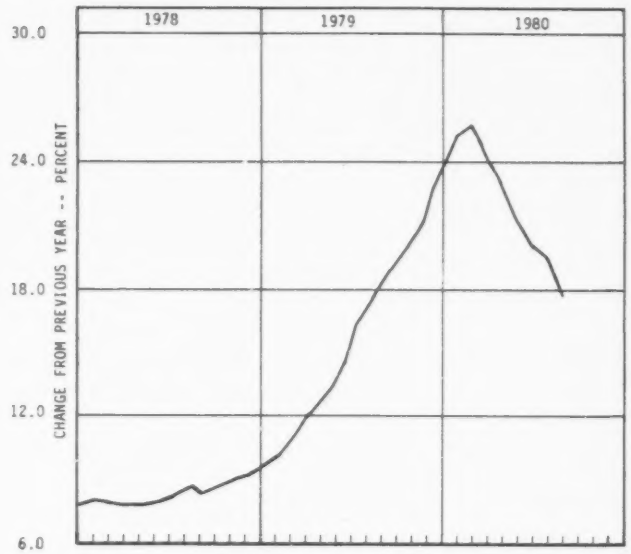
For comparison, the Consumer Price Index (CPI) rose 0.9 percent on a seasonally unadjusted basis in October.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in this country, stood at 292.6 in October (1967=100).

The cost of airline fares led the travel price advance with an increase of 1.5 percent over September. Intercity bus fares showed the next largest increase for the month at 0.8 percent.

Gasoline prices declined 0.7 percent from September for the third consecutive month. Lodging while out of town declined 0.3 percent.

The TPI has increased 17.9 percent since October, 1979, compared to a 12.6 percentage increase in the CPI during the same period. Airline fares led all other TPI components with a 42.8 percent increase over last October. ###



TRAVEL PRICE INFLATION FALLS IN '80

VISITOR VOLUME AT NATIONAL PARKS

Region	September, 1980 visits[1] (thousands)	Change from August, 1980 (percent)	Change from September, 1979 (percent)	1980/79 Year-to-date change (percent)
New England	1,375.2	-41.9%	8.6%	9.7%
Eastern Gateway	1,636.5	-38.9	14.8	-2.6
G. Washington Country	7,750.0	1.7	-0.6	3.0
The South	6,706.7	-12.4	4.9	4.6
Great Lakes Country	414.3	-63.9	-34.5	0.5
Mountain West	2,799.3	-48.5	-5.6	1.6
Frontier West	1,640.3	-39.6	-13.8	-2.5
Far West	4,742.5	5.1	20.2	11.7
The Islands	425.3	-12.8	2.8	4.6
TOTAL	27,490.1	-20.6%	2.8%	4.0%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the Discover America Travel Regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. THE SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS:

CURRENT TRAVEL INDICATORS

	September, 1980	% change from August, 1980	% change from August, 1979	Year-to-date % change 1980/1979
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,434 million	5.3	11.9	10.8
Car rental/leasing without drivers	385 million	-6.8	13.2	16.8
Eating and drinking places	6,778 million	2.1	7.8	8.2
Hotels, motels and other lodging places	2,046 million	2.2	2.6	6.8
Gasoline service stations	7,870 million	1.0	22.6	32.0
Commercial lodging demand				
Hotel/motel occupancy rate[2]	67.8 percent	-9.5	-5.7	-3.3
Real demand for commercial lodging[3]	676.7 million	-16.4	-10.6	-8.0
Airline passenger traffic[4]				
Domestic revenue passenger-miles	13.9 billion	-26.1	-10.6	-4.9
International revenue passenger-miles	4.6 billion	-24.4	-6.5	1.8
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.41 billion	-32.5	-2.1	1.4
Highway traffic volume[6]				
Main rural road vehicle-miles	44.0 million	-16.1	-1.8	-2.0
Rail passenger traffic[7]				
Amtrak passenger-miles	340.3 million	-36.7	-4.4	-7.4
Travel Price Index[8]	291.6	1.4	19.0	22.5
U.S. resident travel[9]				
Total person-trips	99.2 million	-22.0	-6.9	-17.9
Vacation person-trips	56.7 million	-38.2	-11.7	N/A
Public use of National Parks[10]				
Visits	27,545,200	-24.4	2.0	5.2
Overnight stays	1,726,400	-47.6	-1.3	2.4
Foreign arrivals in U.S.[11]				
From overseas	896,981	-22.5	5.9	11.9
From Canada	918,195	-48.4	-2.7	7.8
U.S. citizen departures[11]				
To overseas	718,812	-10.2	-6.1	-1.2
To Canada	1,039,298	-55.9	-11.1	-0.8
Domestic demand for motor gasoline[13]				
Barrels per day	6,515 thousand	-1.0	-5.3	-7.1

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Data Center and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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U.S. Travel Data Center

January, 1981

Volume 10, Number 1

SUMMER TRAVEL DEPRESSED IN 1980

Travel declined 12 percent during the third quarter of 1980, from one year earlier. This and other data on the summer travel was released in 1980 National Travel Survey Third Quarter Report.

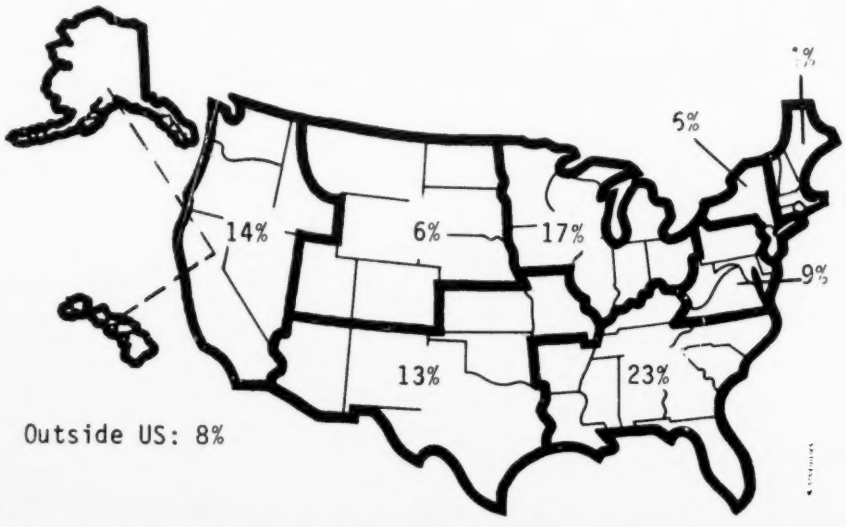
According to the report, Americans took 340 million person-trips, including over 236 million vacation trips, during the summer quarter. (A person-trip is one person taking one trip.) Vacation trips declined 8 percent from year-earlier levels.

The South again predominated as the number one travel destination, receiving 23 percent of all person-trips reported. Eight percent of all third quarter travel was destined to areas outside the United States.

Most travel during the July-September period was pleasure-oriented (76 percent) and was taken by automobile, truck, or recreational vehicle (85 percent). Sixty-nine percent of all third quarter travel involved vacations, and 46 percent occurred over a weekend, down substantially from the incidence of weekend travel evident in the summer quarter of 1979.

Somewhat longer trip distances and durations were evident this year, as travelers made the most of their third-quarter travel dollars. Thirty-five percent of all trips covered straight-line, round trip distances of 600 miles or more. Forty-six percent of all third quarter person trips included at least four nights away from home. Little change occurred in the distribution of person-trips by type of lodging. However, travel by common carriers, excluding air travel, was somewhat less frequent this year.

The National Travel Survey Quarterly reports are based on monthly telephone interviews with over 1,000 U.S. adults. The 138-page 1980 Third Quarter Report is available free to members of the Data Center and to others for $19.00 prepaid from the U.S. Travel Data Center. # #



Percent Distribution of Total Person-Trips
By Destination Region, Third Quarter, 1980

NATIONAL TRAVEL BAROMETER, THIRD QUARTER, 1980

Region	National Parks	State Facilities	Private Attractions	All Facilities
New England	19.7% (13)[1]	33.3% (69)	9.6% (35)	20.9% (117)
Eastern Gateway	-10.9 (19)	N/A	-8.1 (17)	-10.0 (36)
G. Washington Country	4.9 (50)	14.7 (95)	-3.7 (110)	4.2 (255)
The South	9.3 (53)	-5.4 (266)	-4.0 (69)	-0.1 (388)
Great Lakes Country	-7.2 (18)	-3.9 (249)	-7.2 (36)	-4.9 (303)
Mountain West	2.5 (45)	10.8 (47)	10.2 (45)	6.7 (137)
Frontier West	-7.0 (47)	-7.9 (49)	-3.0 (47)	-5.8 (143)
Far West	17.7 (38)	2.4 (392)	7.1 (32)	6.6 (462)
The Islands	8.7 (18)	0.9 (N/A)	N/A	-4.5 (8+)
OVERALL	5.1 (291)	1.0 (1167)	-0.6 (391)	2.0 (1849+)

[1]The number of facilities reporting in each category is shown in parentheses.

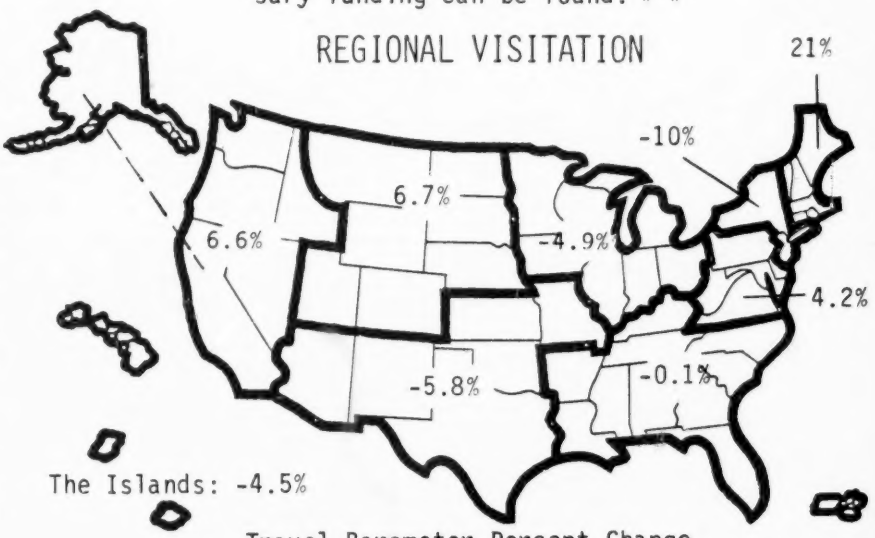
PARKS/ATTRACTION VOLUME RISES FOR FOURTH CONSECUTIVE QUARTER

Visitation at U.S. parks and attractions continued its upward trend for the fourth quarter in a row. The 2,000 national parks, state facilities and private attractions participating in the National Travel Barometer reported an overall 2.0 percent increase in visitation during the third quarter of 1980. This increase pushed the overall year-to-date volume up 2.9 percent over 1979.

NEW ENGLAND experienced the greatest increase in regional visitors during the July-September period, up 20.9 percent over the same quarter of 1979. The MOUNTAIN WEST followed with a 6.7 percent increase. The EASTERN GATEWAY suffered the greatest decline among the regions, down 10.0 percent over the same period. The above table details visitor volume growth for the third quarter of 1980.

Private attractions suffered the only decrease in visitation over last year, down 0.6 percent. In the MOUNTAIN WEST, however, attractions experienced a 10.2 percent increase. Of all facilities, national parks registered a 19.7 percent increase, while the EASTERN GATEWAY parks were down 8.1 percent from the third quarter of 1979.

Despite great interest and response to the Barometer, the Data Center is no longer able to fund it. This is the last Travel Barometer report until the necessary funding can be found. # #



Travel Barometer Percent Change
Between Third Quarters, 1979 and 1980

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NOVEMBER CONSUMER PRICES OUTPACE TRAVEL PRICES

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 0.5 percent in November, exceeding the 0.2 percent increase registered in October, 1980.

For comparison, the Consumer Price Index (CPI) rose 0.9 percent on a seasonally unadjusted basis in November.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 293.7 in November. (1967=100)

The cost of airline fares posted the largest increase among TPI components with a 2.2 percent increase over October. Food away from home posted the second largest increase for the month at 0.8 percent.

The cost of lodging while out of town declined 0.8 percent from the October level, the largest decline in this component in more than two years. Entertainment services declined 0.1 percent, while gasoline prices showed no change.

The TPI has increased 16.7 percent since November, 1979, compared to a 12.6 percentage increase in the CPI during the same period. Airline fares led all other TPI components with a 38.6 percent increase over last November.

The TPI is based upon U.S. Department of Labor consumer price data and is published monthly by the U.S. Travel Data Center. # #

DITMARS RE-ELECTED CHAIRMAN

Earl E. Ditmars, Vice President-Forecasts, Research and Traffic, American Airlines, has been re-elected Chairman of the Board of Trustees of the U.S. Travel Data Center. Mr. Ditmars' second one-year term commenced January 1, 1981.

Other officers recently elected by the Data Center Trustees were John J. Casson, Vice President-Corporate Strategy and Chief Economist, American Express Company, as Vice Chairman; Charles R. Goeldner, Director, Business Research Division, University of Colorado, as Secretary; William D. Toohey, President, Travel Industry Association of America, as Treasurer; and Douglas C. Frechtling, as Director and Chief Executive Officer.

Newly-elected trustees are Ron Acree, Director, Oklahoma Tourism and Recreation Department; Donald R. Mathewson, Manager, Delaware State Travel Service; Richard T. Ashman, Executive Vice President, Franchise Division, Holiday Inns, Inc.; Robert E. Gall, Assistant Vice President-Market and Planning Analysis, Amtrak; and Dr. E.C. Nebel, III, Director, School of Hotel, Restaurant and Tourism Administration, University of New Orleans. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	October, 1980 Visits[1] (Thousands)	Change From September, 1980 (Percent)	Change From October, 1979 (Percent)	1980-79 Year-to-Date Change (Percent)
New England	1,083.7	-21.2	-2.0	8.4
Eastern Gateway	579.8	- 8.2	4.9	-2.3
G. Washington Country	6,063.1	- 4.8	0.3	2.7
The South	8,083.5	20.5	8.0	5.0
Great Lakes Country	309.2	-25.4	-53.9	-6.3
Mountain West	1,427.9	-49.0	-3.6	1.3
Frontier West	1,369.4	-16.5	-2.7	-2.5
Far West	2,003.5	-25.3	-2.5	10.8
The Islands	393.4	- 7.5	-15.3	2.6
TOTAL	21,313.5	- 7.5	0.2	3.6

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service.

States comprising the Discover America Travel Regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. THE SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, U.S. Virgin Islands.

CURRENT TRAVEL INDICATORS

	October, 1980	% change from September, 1980	% change from October, 1979	Year-to-date % change 1980/1979
Establishment receipts or retail sales[1]				
Amusement and recreation services. . . .	$2,349 million	-5.7	4.6	10.4
Car rental/leasing without drivers	415 million	4.8	17.2	17.2
Eating and drinking places	6,954 million	1.8	8.1	8.3
Hotels, motels and other lodging places. .	2,255 million	9.8	9.8	7.1
Gasoline service stations	7,938 million	1.5	20.8	30.6
Commercial lodging demand				
Hotel/motel occupancy rate[2]	73.1 percent	7.8	-4.2	N/A
Real demand for commercial lodging[3]. . . .	744.8 million	9.5	-1.6	-7.4
Airline passenger traffic[4]				
Domestic revenue passenger-miles	15.0 billion	8.3	-6.0	-5.0
International revenue passenger-miles. . .	4.1 billion	-9.8	-6.1	1.0
Bus passenger traffic[5]				
Intercity bus passenger-miles.	1.42 billion	0.1	12.7	3.9
Highway traffic volume[6]				
Main rural road vehicle-miles.	44,511 million	1.3	-0.7	-1.9
Rail passenger traffic[7]				
Amtrak passenger-miles	341.5 million	0.4	12.4	-5.9
Travel Price Index[8]	292.3	0.2	17.9	22.0
U.S. resident travel[9]				
Total person-trips	76.7 million	-22.7	-13.1	-17.5
Vacation person-trips.	48.5 million	-14.5	-11.7	N/A
Public use of National Parks[10]				
Visits	24,927,000	-17.5	1.4	5.9
Overnight stays.	1,055,900	-38.8	9.0	2.9
Foreign arrivals in U.S.[11]				
From overseas	797,167	-11.1	10.4	11.7
From Canada.	830,635	-9.5	-2.1	6.9
U.S. citizen departures[11]				
To overseas.	593,296	-17.5	-2.3	N/A
To Canada.	733,909	-29.4	0.2	-0.7
Domestic demand for motor gasoline[12]				
Barrels per day.	6,621 thousand	1.6	-5.7	-6.9

[1] Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2] Source: Laventhol and Horwath, seasonally adjusted. [3] Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4] Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5] Class I carrier regular route and charter service. Source: American Bus Assocation. [6] Source: Federal Highway Administration. [7] Source: National Railroad Passenger Corporation (Amtrak). [8] Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9] Source: U.S. Travel Data CEnter. [10] Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11] Source: U.S. Travel Data Center and Nettleton Travel Research Center. [12] Preliminary; Source: U.S. Department of Energy.

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U.S. Travel Data Center

February, 1981 Volume 11, Number 2

1977-78 IMPACT OF TRAVEL ON STATE ECONOMIES RELEASED

Definitive estimates of the impact of U.S. traveler spending in each state were released today by the U.S. Travel Data Center in its 1977-78 Impact of Travel on State Economies.

During 1978, traveler spending in the U.S. topped $130 billion. California ranked first among states with $25 billion, followed by Florida with $9.5 billion. New York and Texas ranked third and fourth, respectively. These travel expenditures directly generated $30 billion in wage and salary income and provided 4.4 million jobs. Total federal, state, and local tax revenue generated by travel spending totaled nearly $14 billion in 1978.

California also registered the most travel-generated jobs in 1978, 426 thousand, followed by Florida with 325 thousand, Texas with 230 thousand, and New York with 224 thousand.

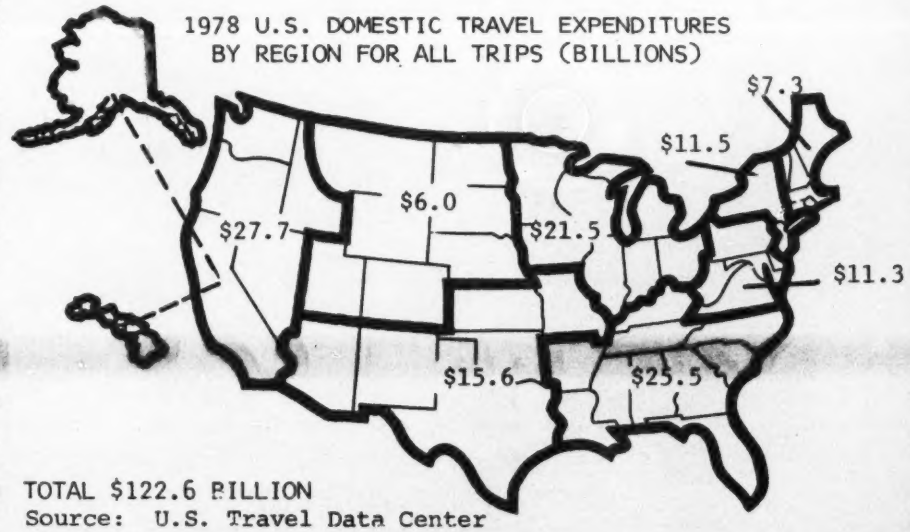
In tax-generated revenues, the same four states posted the greatest amounts: California, $1.8 billion; New York, $1.3 billion; Florida, $817 million; Texas, $712 million.

These estimates cover travel away from home overnight or day trips of 200 round-trip miles or more. They do not register local recreation activity which produces significant impact in many areas.

The report includes estimates for both 1977 and 1978 from the revised Travel Economic Impact Model, developed by the Data Center Director, Dr. Douglas C. Frechtling, in 1975. These are the only annual estimates of travel's economic impact by state available from a large-scale computer model.

The 60-page 1977-78 Impact of Travel on State Economies is being sent to Data Center members and is available for $22.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #

1978 U.S. DOMESTIC TRAVEL EXPENDITURES BY REGION FOR ALL TRIPS (BILLIONS)



TOTAL $122.6 BILLION
Source: U.S. Travel Data Center

BRIGHT SPOTS GLIMMER IN 1981 OUTLOOK

When the outlook for travel in 1981 is the topic, why do bus companies smile? The bus industry thinks there is something to smile about in 1981: innovative tour packages, economical travel costs, and efficient use of fuel.

On the other hand, according to the 1981 Travel Outlook Forum Proceedings, released today, the airlines are still striving to make order out of the chaos created by deregulation two years ago.

The 1981 Travel Outlook Forum, the most successful of the six annual forums to date, drew over two hundred of the industry's top executives to a symposium about the outlook for all major segments of the travel industry.

In the Forum keynote address, Joe Smith, President of Oxtoby-Smith, Inc., noted consumers' increasing "disaffection with the difficulties they encounter when they travel. . ." He called for more sophisticated marketing and more descriptive data on travelers.

According to the Forum Proceedings, the travel industry can no longer take growth for granted, but opportunities for capturing greater segments of the market do present themselves. In the lodging industry, the outlook is for improved demand in the second quarter of the year.

The Proceedings further indicates that, in foodservice, providing the consumer with good food while keeping costs down has affected restaurant fare. For tour brokers, foreign travel is the most vibrant market of all.

In her summary of the Forum remarks, Frances Koltum, recipient of the first Travel Industry Association's Top Woman in Travel Award, said, " . . we have been privileged to hear and to have been given in a single day an overview that should serve us all very well . . in the coming year . ."

Data Center Director, Douglas C. Frechling announced this week that the 1979 Impact of Travel on State Economies will be released in June, 1981.

The 1981 Travel Outlook Forum Proceedings is being sent to Data Center members and Forum attendees and is available for $45.00 prepaid from the U.S. Travel Data Center 1899 L Street, N.W., Washington, D.C. 20036.

The U.S. Travel Data Center and the Travel Tourism Research Association, which co-sponsors the Forum, will convene the 1982 Travel Outlook forum in Washington, D.C. at the Hyatt Regency on December 10, 1981. # #

INTERNATIONAL VISITORS' NEEDS TO BE CONFERENCE TOPIC

Representatives from all segments of the travel and tourism industry will be converging on Richmond for a unique national conference on April 5-7 on the topic. "A RECEPTION SERVICES SYSTEM FOR INTERNATIONAL VISITORS." The conference, to be held at the Hotel John Marshall, is sponsored by Virginia Commonwealth University and the U.S. Travel Data Center.

This conference will be the first which emphasizes the need for integration of all foreign visitor reception services in a systematic manner. In 1979, for the first time in decades, foreign arrivals to the United States outnumbered U.S. citizen departures. Our international visitors have special service needs -- language and currency exchange, and social, religious, and cultural considerations.

Full advance registration is $95, with a student rate of $45. Late registration at the door is $105. Entertainment at the conference will be provided by the VCU Department of Music. For registration information, contact Jeanne Stinchcomb, Center for Public Affairs, VCU (804) 257-1521. For program information, contact Richard Howell, Conference Coordinator, Department of Recreation, VCU (804) 257-1130. # #

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $35 per year, U.S., Canada, and Mexico; other foreign countries, $40 per year, payable in U.S. funds only.

CONSUMER PRICES SURPASS TRAVEL IN DECEMBER

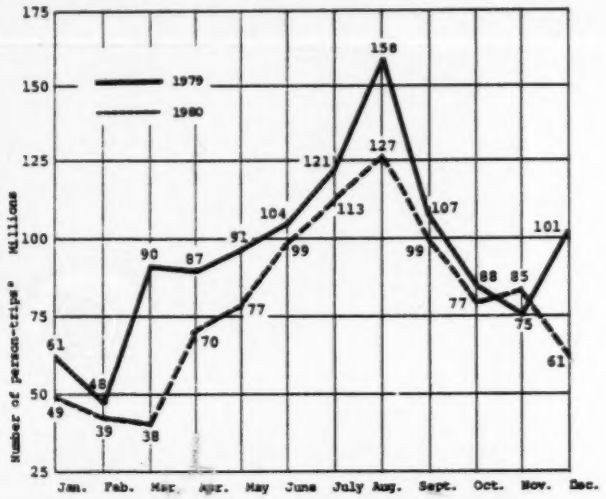
The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI). rose 0.6 percent in December. 1980 slightly exceeding the 0.5 percent increase registered in November.

For comparison. the Consumer Price Index (CPI) rose 0.9 percent on a seasonally unadjusted basis in December.

The TPI. which measures changes in the seasonally unadjusted cost of lodging, food. transportation. and other goods and services purchased by Americans traveling away from home in this country. stood at 295.5 in December (1967=100).

The TPI is based upon U.S. Department of Labor consumer price data and is published monthly by the U.S. Travel Data Center. # #

ALL PERSON-TRIPS IN 1978 AND 1980



TRAVEL REBOUNDS IN NOVEMBER

After 10 months of persistent declines, trips and person-trips are up. For the first time in 1980, travel away from home exceeded that of the same month in 1979.

Americans reported 84.6 million person-trips during November, 1980. This number indicates that person-trips are up 13 percent over year-earlier levels.

The complete National Travel Survey monthly reports are available by subscription only. Contact Suzanne Cook, Manager of Survey Research, U.S. Travel Data Center, 202 293-1040. # #

*a person-trip is one U.S. resident taking a trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center's National Travel Survey

VISITOR VOLUME AT NATIONAL PARKS

	November, 1980 visits[1] (thousands)	Change from October, 1980 (percent)	Change from November, 1979 (percent)	1980/79 Year-to-date change (percent)
New England	619.6	-42.8%	17.5%	9.3%
Eastern Gateway	478.5	-17.5	2.3	-3.9
G. Washington Country	4,387.7	-31.7	13.2	4.8
The South	5,778.4	-28.5	8.3	5.5
Great Lakes Country	138.4	-55.0	7.3	-2.0
Mountain West	543.5	-59.1	11.7	2.7
Frontier West	1,102.4	-19.5	1.9	-0.8
Far West	1,419.9	-29.1	17.8	10.6
The Islands	440.6	12.0	-3.2	1.6
TOTAL	14,909.0	-30.9	10.7	4.7

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	November, 1980	% change from October, 1980	% change from November, 1980	Year-to-date % change 1980/1979
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,469 million	4.8	3.0	9.7
Car rental/leasing without drivers	383 million	-6.4	12.3	16.6
Eating and drinking places	6,829 million	-1.4	3.9	7.8
Hotels, motels and other lodging places	2,169 million	-1.5	6.2	6.8
Gasoline service stations	7,931 million	0.4	18.9	29.4
Commercial lodging demand				
Hotel/motel occupancy rate[2]	64.3 percent	-12.0	-3.8	-3.5
Real demand for commercial lodging[3]	$625.3 million	-14.3	-4.6	-7.3
Airline passenger traffic[4]				
Domestic revenue passenger-miles	13.4 billion	-10.6	-12.6	-5.6
International revenue passenger-miles	3.5 billion	-14.8	-5.8	0.5
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.23 billion	-13.4	1.7	2.3
Highway traffic volume[6]				
Main rural road vehicle-miles	41,502 million	-6.9	-0.5	-1.8
Rail passenger traffic[7]				
Amtrak passenger-miles	319.5 million	-6.6	-0.1	-5.6
Travel Price Index[8]	293.7	0.5	16.7	21.5
U.S. resident travel[9]				
Total person-trips	84.6 million	10.3	12.5	-15.3
Vacation person-trips	22.4 million	-53.8	12.6	N/A
Public use of National Parks[10]				
Visits	18,027,400	-27.7	10.5	5.4
Overnight stays	597,100	-43.5	6.3	3.2
Foreign arrivals in U.S.[11]				
From overseas	694,559	-12.9	9.0	11.5
From Canada	656,428	-21.0	7.4	7.0
U.S. citizen departures[11]				
To overseas	500,880	-15.6	-5.0	-1.7
To Canada	444,890	-39.4	-5.5	-1.0
Domestic demand for motor gasoline[12]				
Barrels per day	6,344 thousand	-4.2	-6.3	-6.9

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class 1 carrier regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

March, 1981 Volume 10, Number 3

OVERSEAS VISITOR SURVEY ANNOUNCED

The number of visitors to the U.S. from overseas increased 12 percent in 1980, while travel by U.S. residents declined.

Overseas visitor expenditures here climbed 17 percent, making it a major growth market for the U.S. travel industry.

"Foreign visitors to this country will exceed Americans traveling abroad by an estimated 140,000 travelers," predicted Don Wynegar, Manager of the U.S. Travel Service International Research Program, at the 1981 Travel Outlook Forum. However, little is known about the overseas visitor, his attitudes and characteristics.

Universal Travel Research Consultants, Inc., specialists in travel market research, has initiated the Overseas Visitor Survey, a continuing study of the overseas visitor market.

The Data Center believes this study can yield valuable information for the travel industry unavailable elsewhere, and is assisting in its promotion.

The survey will gather unique, essential information on the attitudes, behavior, and trends of the foreign visitor market.

Beginning in the spring of 1980, 2,000 personal interviews will be conducted three times a year in the nation's major international airports.

Then, subscribers will receive quarterly reports of current, objective data on expenditures, destinations, lodging, transport mode, and demographic characteristics.

Subscribers may also add their own questions at cost. The first report is due in May, 1981.

Subscribers receive four reports during the year on visitors from each of five overseas areas: Great Britain, Japan, West Germany, France, and South America.

The cost is $6,200 for the first year. For subscription information, contact Suzanne Cook, Manager of Survey Research at the Data Center. # #

WHERE DO THEY GET AWAY FROM IT ALL?

California is tops in total travel spending, but Florida garners more vacation spending than any other state. And where do Florida families go for their out-of-state vacation? North Carolina is their favored destination.

Texas families vacation in Colorado more than any other "foreign" state, while Hawaiians prefer Nevada when they vacation on the mainland.

A fascinating study published by Better Homes and Gardens magazine provides a trove of information on the family vacation travel market, two or more household members traveling together on a vacation trip.

Based on special tabulations of the Census Bureau's 1977 National Travel Survey and the Data Center's Travel Expenditure Model, the report shows the flow of travelers between individual pairs of states, data on expenditures, travel party size, family income, and foreign travel destination areas.

For a copy of the 230-page report, The Family Vacation Travel Market, write Max L. Madsen, Director, Travel Marketing, Better Homes and Gardens, 750 Third Avenue, New York, NY 10017. ##

VACATION TRAVEL INTENTIONS HOLD STEADY

While travel continued to be off in December, following a pattern seen throughout much of 1980, vacation travel intentions are even with last year at this time.

The final wave of the 1980 National Travel Survey indicates that 37 percent of the total U.S. adult population intend to take a vacation trip during the next six months. Of those planning vacation trips, 68 percent intend to travel by automobile, truck or recreational vehicle, and 27 percent plan to travel by air.

The Data Center anticipates publishing the 1980 National Travel Survey Fourth Quarter Report within the next four to six weeks, followed shortly by the Full-Year, 1980 Report. These reports will be sent to all Data Center members.

BRIEFS

Full members of the Data Center will receive an added benefit in March, the first issue of the Director's Letter, a bi-monthly publication of travel analysis and commentary by Director Douglas Frechtling.

# # #

Nancy Edwards recently joined the Data Center staff as research analyst. A graduate of Guilford College in Greensboro, N.C., she was formerly assistant economist for the President's Commission on Impact Aid. Ms. Edwards replaces Yezmin Hernandez, who recently returned to her native Puerto Rico.

# # #

Studies on the economic impact of travel in 1979 were recently completed for the counties in Arkansas, California, Delaware, Indiana, and New Mexico.

# # #

Suzanne Cook, Data Center Survey Research Manager, will present a paper on forecasting travel at the 1981 Conference of The Travel and Tourism Research Association, June 7-10, 1981, in Las Vegas, NV.

The complete National Travel Survey monthly reports are available by subscription only. Subscriptions should be entered now for the 1981 National Travel Survey reports, the first of which is scheduled to be released in mid-March. To receive this first report and all other monthly reports contact Suzanne Cook, Manager of Survey Research, for the Data Center at (202) 293-1040. # #

25TH BIG PICTURE RELEASED

The 25th edition of The Big Picture, an annual report by Somerset R. Waters on developments in tourism throughout the world, was recently released by ASTA Travel News. The 160-page volume analyzes world tourism, transportation modes, accommodations, and tourism statistics.

Of particular interest is the section which covers personal auto, air, rail, bus, and rental car modes of transportation. Mr. Waters see growth for motor vehicle travel as passenger car registrations increase worldwide.

Although 1980 will go down in airline history as the most turbulent on record, Mr. Waters expects modest growth for U.S. airlines over the next decade. Growth of non-U.S. airlines, however, is expected to be more rapid.

Rail transportation, which is much more important in non-U.S. countries, is expected to continue to enjoy government funding for improvements, although the U.S. system's track and funds are being "pruned."

According to Mr. Waters, "The rental car business is now a deeply entrenched part of the world's travel network." He reports that in 1980, worldwide rental car revenues will total an estimated $6 billion with about $2.8 billion accounted for by U.S. car rental firms.

The Big Picture is available for $34.00 plus $2.00 mailing charge from ASTA Travel News, 488 Madison Avenue, New York, NY 10022. # #

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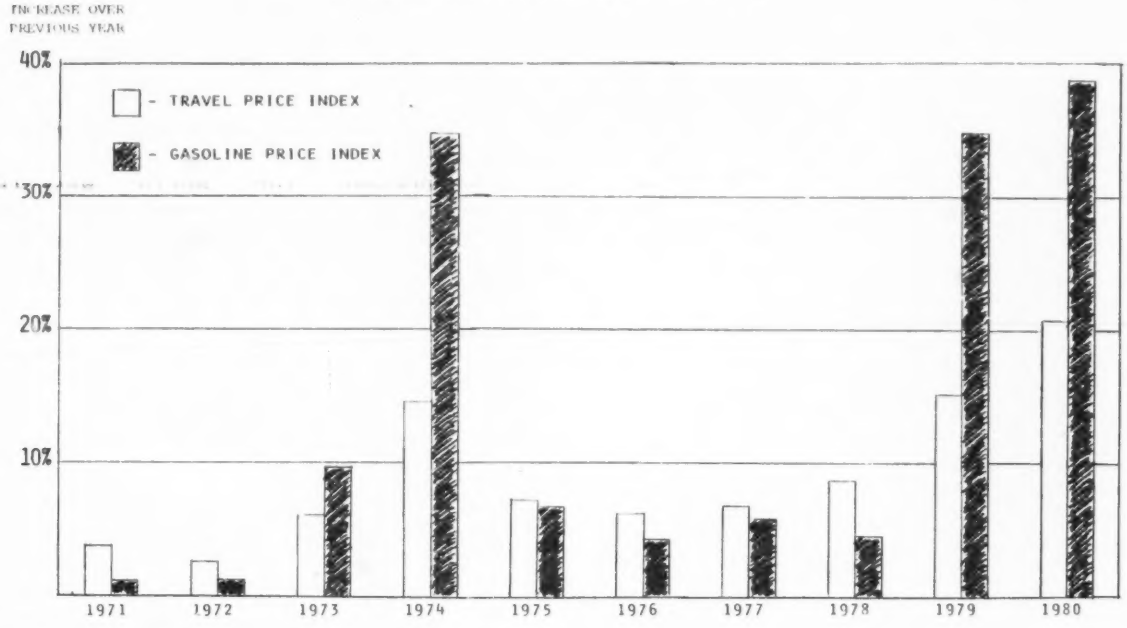
TRAVEL COSTS RISE 2.1 PERCENT IN JANUARY

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 2.1 percent in January, the largest increase since February, 1980.

For comparison, the Consumer Price Index (CPI) rose 0.8 percent on a seasonally unadjusted basis in January.

The TPI, which measured changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 301.6 in January, three times its level in 1967. # #

1980 GAS PRICE INFLATION WORST IN 35 YEARS



VISITOR VOLUME AT NATIONAL PARKS

Region	December, 1980 visits[1] (thousands)	Change from November, 1980 (percent)	Change from December, 1979 (percent)	1980-79 Year-to-date change (percent)
New England	251.4	-59.3%	21.6%	9.5%
Eastern Gateway	222.1	-35.2	-8.0	-4.6
G. Washington Country	5,368.1	-10.7	16.2	6.1
The South	5,429.7	-10.4	3.7	5.7
Great Lakes Country	80.3	-34.1	-15.6	-5.3
Mountain West	441.1	-17.4	24.6	3.1
Frontier West	916.8	-21.7	8.6	-0.4
Far West	2,148.0	-13.9	-18.4	15.6
The Islands	515.4	17.0	16.0	3.0
TOTAL	15,372.9	-13.6%	11.0%	5.7%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	December, 1980	% change from November, 1980	% change from December, 1979	Year-to-date % change 1980/1979
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,502 million	1.5	6.4	9.4
Car rental/leasing without drivers	371 million	-2.1	12.1	16.1
Eating and drinking places	7,113 million	2.5	6.3	8.0
Hotels, motels and other lodging places	2,176 million	0.6	1.8	6.3
Gasoline service stations	8,092 million	2.1	19.8	28.5
Commercial lodging demand				
Hotel/motel occupancy rate[2]	46.6 percent	-27.5	-3.3	-3.5
Real demand for commercial lodging[3]	$598.7 million	-4.0	-3.8	-7.1
Airline passenger traffic[4]				
Domestic revenue passenger-miles	15.4 billion	14.2	-3.1	-5.4
International revenue passenger-miles	3.8 billion	7.4	-5.2	0.1
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.43 billion	16.3	8.3	2.8
Highway traffic volume[6]				
Main rural road vehicle-miles	42.1 billion	1.4	0.8	-1.6
Rail passenger traffic[7]				
Amtrak passenger-miles	415.3 million	30.0	29.8	-3.2
Travel Price Index[8]	295.5	0.6	15.3	20.9
U.S. resident travel[9]				
Total person-trips	61.2 million	-27.7	-39.3	-17.4
Vacation person-trips	39.6 million	-13.0	-32.4	N/A
Public use of National Parks[10]				
Visits	15,587,600	-13.5	12.0	5.7
Overnight stays	368,000	-38.4	2.0	3.2
Foreign arrivals in U.S.[11]				
From overseas	774,585	11.5	11.7	11.5
From Canada	520,192	-20.8	-6.8	6.2
U.S. citizen departures[11]				
To overseas	589,784	17.7	-0.2	-1.5
To Canada	424,894	-8.9	-4.5	-0.9
Domestic demand for motor gasoline[12]				
Barrels per day	6,732 thousand	6.1	0.4	-6.3

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class 1 carrier regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

April, 1981 Volume 10, Number 4

FOURTH QUARTER TRAVEL DROPS 16 PERCENT

U.S. travel in the fourth quarter of 1980 declined 16 percent from one year earlier.

During the October-December period, 1980, U.S. residents took 223 million person-trips and spent 392 million nights away from home. (A person-trip is recorded each time one person takes a trip.)

These and other data on fourth quarter, 1980, travel were released today by the U.S. Travel Data Center in its 1980 NATIONAL TRAVEL SURVEY THIRD QUARTER REPORT. The report is based upon the Data Center's continuing national survey of more than one thousand U.S. adults each month.

Travel declines were evident across all travel categories. Vacation travel was down 14 percent, while weekend person-trips dropped 20 percent.

Business/convention travel held up well, posting only a three-percent decline from 1979's last three months.

Middle and lower income households displayed the greatest drop in travel. Those with family incomes in excess of $30,000 showed virtually the same number of person-trips during both year-end quarters.

The sunbelt states dominated the travel picture in 1980's fourth quarter. The fifteen south and southwestern states garnered 44 percent of all U.S. travelers and 47 percent of all vacation travelers during the period.

The 138-page NATIONAL TRAVEL SURVEY FOURTH QUARTER REPORT is available for $19.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

# #

In response to numerous requests, coverage of the Travel Price Index has been expanded to include the components table. This feature will appear on page two each month.

FEBRUARY TRAVEL PRICES POST GREASTEST INCREASE IN 12 MONTHS

The cost of travel in the U.S. as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 2.5 percent in February, faster than the 2.1 percent increase in January. This was the largest monthly increase in 12 months.

For comparison, the Consumer Price Index (CPI) rose 1.0 percent on a seasonally unadjusted basis in February.

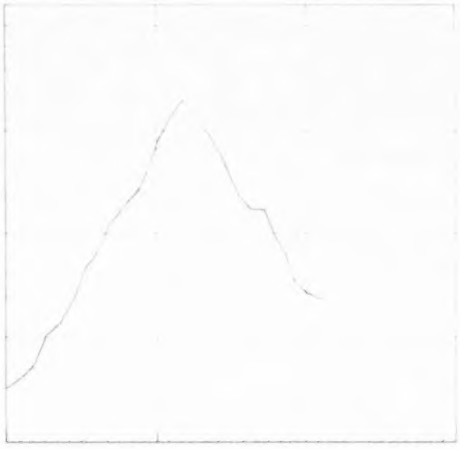
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans trav-eling away from home, stood at 309.2 in February (1967=100).

The cost of gasoline dominated the travel price advance with the increase of 6.6 percent over January. This rise was an early effect of the decontrol of domestic petroleum prices.

Lodging while out of town showed the next largest increase for the month, 2.0 percent, followed by food away from home, up 1.4 percent. Taxicab fares rose only 0.1 percent from the January level, while intercity train fares showed no change.

The TPI has increased 14.1 percent since February, 1980, compared to an increase of 11.3 percent in the CPI during the same period.

The TPI is based on U.S. Department of Labor consumer price data and is published monthly by the U.S. Travel Data Center. # #



TRAVEL INFLATION IS STILL FALLING

Monthly and Annual Rates of Change in the Travel Price Index and Components, February, 1981

TPI COMPONENT	Monthly Percent Change January, 1981 to February, 1981	Annual Percent Change February, 1980 to February, 1981
Transportation	3.8%	20.7%
Airline Fares	0.7	30.8
Intercity Bus Fares	0.7	8.4
Intercity Train Fares	0.0	16.6
Taxicab Fares	0.1	11.2
Gasoline	6.6	14.9
Lodging	2.0	9.0
Food Away From Home	1.4	10.2
Entertainment Services	1.0	9.5
Incidentals	0.9	7.9
TRAVEL PRICE INDEX	2.5%	14.1%
CONSUMER PRICE INDEX	1.0%	11.3%

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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1981 GUIDE TO U.S. TRAVEL DATA CENTER RELEASED

The U.S. Travel Data Center recently released its 1981 Guide to Programs, Membership and Publications. The 32-page Guide discusses the organizations's purpose, objectives, 1981 program, publications, and newly revised membership benefits.

The Data Center's specialized research program is especially valuable for short- and long-range planning and marketing in the travel industry. Its reports identify tourism market developments, determine the economic impact of travel, and measure trends affecting future travel activity.

The 1981 Guide describes publications and reports available from the Data Center, which has developed a national reputation for working to increase recognition of the economic importance of tourism and travel and improve understanding of changing travel markets.

The 1981 Guide to Programs, Membership and Publications is available free of charge from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. Telephone (202) 293-1040.

The U.S. Travel Data Center is the national, non-profit center for travel and tourism research. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	January, 1981 visits[1] (thousands)	Change from December, 1980 (percent)	Change from January, 1980 (percent)	1981-80 Year-to-date change (percent)
New England	235.8	-6.2	25.6	25.6
Eastern Gateway	181.1	-22.1	2.5	2.5
G. Washington Country	5,228.9	-3.0	28.0	28.0
The South	5,003.4	-14.9	3.0	3.0
Great Lakes Country	92.9	-9.3	6.5	6.5
Mountain West	425.0	-12.5	42.0	42.0
Frontier West	746.5	-18.8	9.0	9.0
Far West	2,188.7	1.4	6.6	6.6
The Islands	529.8	2.8	3.7	3.7
TOTAL	14,632.1	-8.2%	13.1%	13.1%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

1981 TRAVEL MARKET YEARBOOK EXPANDED

The 1981 Travel Market Yearbook is now in its sixteenth year. The publication has expanded by almost 20 percent over the first edition.

The yearbook synthesizes trends, statistics, and surveys relating to all aspects of the U.S. travel market. Replete with charts and tables, Travel Market Yearbook expanded several sections. The consumer section includes demographic information on American travelers and an extensive profile of the business traveler.

Among the topics featured in the sourcebook, the section on the domestic market trends cites the National Travel Survey and Travel Price Index, both studies of the U.S. Travel Data Center.

Special markets such as casino gambling, honeymoon travel, travel-related leisure activities are treated in detail. Also covered are transportation and accommodations markets, travel advertising and travel services. A source bibliography with addresses is also included.

The Travel Market Yearbook, ($48.00), is issued by the Travel and Tourism Consultants division of Ziff-Davis, One Park Avenue, New York, NY 10016. # #

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	January, 1981	% change from December, 1980	% change from January, 1980	Year-to-date % change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,547 million	1.9	11.8	11.8
Car rental/leasing without drivers	405 million	5.5	11.3	11.3
Eating and drinking places	7,866 million	4.0	7.9	7.9
Hotels, motels and other lodging places	2,176 million	-0.5	2.0	2.0
Gasoline service stations	8,585 million	3.6	18.8	18.8
Commercial lodging demand				
Hotel/motel occupancy rate[2]	60.5 percent	29.8	-3.2	-3.2
Real demand for commercial lodging[3]	$629.8 million	5.2	-3.1	-3.1
Airline passenger traffic[4]				
Domestic revenue passenger-miles	14.2 billion	-7.5	-6.8	-6.8
International revenue passenger-miles	3.9 billion	4.0	-4.1	-4.1
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.66 billion	-13.5	6.4	6.4
Highway traffic volume[6]				
Main rural road vehicle-miles	39.0 billion	-7.5	2.2	2.2
Rail passenger traffic[7]				
Amtrak passenger-miles	343.7 million	-17.3	6.2	6.2
Travel Price Index[8]	301.6	2.1	14.3	14.3
U.S. resident travel[9]				
Total person-trips	55.8 million	-8.8	14.8	14.8
Vacation person-trips	32.7 million	-17.4	22.0	22.0
Public use of National Parks[10]				
Visits	15,320,600	-3.9	14.8	14.8
Overnight stays	457,800	22.3	22.2	22.2
Foreign arrivals in U.S.[11]				
From overseas	767,452	-0.9	9.1	9.1
From Canada	717,913	38.0	4.6	4.6
U.S. citizen departures[11]				
To overseas	550,582	-6.6	2.1	2.1
To Canada	324,464	-23.6	10.7	10.7
Domestic demand for motor gasoline[12]				
Barrels per day	6,246 thousand	-5.2	-1.1	-1.1

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

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TRAVEL PRINTOUT

U.S. Travel Data Center

Research News for the U.S. Travel Industry

May, 1981 Volume 10, Number 5

NATIONAL TRAVEL SURVEY

TRAVEL DEPRESSED IN 1980

Final totals released this week by the U.S. Travel Data Center indicate that U.S. travel away from home dropped 13 percent during 1980 from 1979 levels. Although unwelcome, the news of this decline was not unexpected since travel activity reported for each quarter was consistently below year-earlier figures.

These totals are from the U.S. Travel Data Center's 1980 National Travel Survey Full Year Report. The National Travel Survey is a monthly telephone survey of over 1,000 U.S. adults.

Americans took 985 million person-trips in 1980, compared to 1,110 million in 1979. According to the report, weekend person-trips suffered the greatest decline, down 23.1 percent from 1979. Fourth quarter results, however, show a slight recovery from earlier months. (A person-trip is a person taking any one trip.)

Despite the weakness in weekend person-trips, demand for vacation travel was relatively strong, posting a decline of 7.3 percent. By comparison, business and convention travel declined 13.0 percent, almost twice as much.

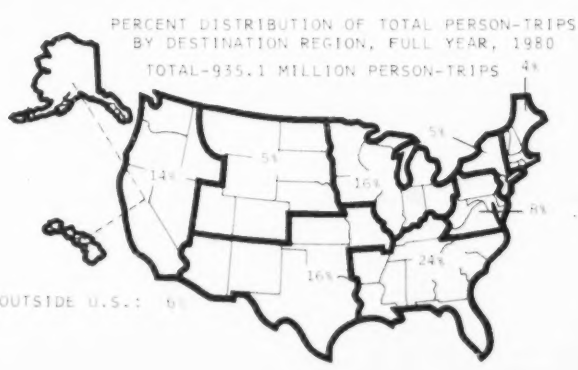
By mode of transportation, the National Travel Survey reports that travel by auto, truck and recreational vehicle declined almost twice as much as air travel. Travel by other modes remained at or near their 1979 levels.

Despite the overall decline, there was a slight increase in preference for trips of 1,000 miles or longer round-trip distances and for durations of four or more nights. The decline in trips appeared strongest among families with income of less that $20,000. Those earning $30,000 or more, however, posted a 5.6 percent increase in person-trips.

Along with an increased preference for longer duration and distance in 1980, destinations outside the U.S. lured a substantially greater number of Americans than in 1979. At home, more visitors preferred The South than any other region, followed by Great Lakes Country and the Frontier West. New England drew the least visitors.

"In view of the devastating economic decline during the first half of 1980 and the rapid escalation in gasoline prices and air fares, it is surprising that travel held up as well as it did," Dr. Douglas Frechtling, Data Center Director noted. "Americans may have put off their travel until better times rather than canceling trips altogether, which could generate marked growth in 1981."

The 1980 National Travel Survey Full Year Report including 146 pages of tables, analysis, and comparisons with 1979, is available for $75.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #



TRAVEL PRICE PACE SLOWS IN MARCH

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.9 percent in March, down from the 2.5 percent increase registered in February, 1981.

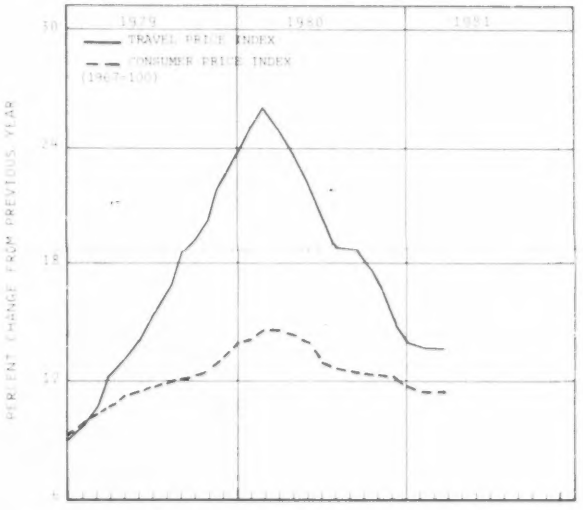
For comparison, the Consumer Price Index (CPI) rose 0.7 percent on a seasonally unadjusted basis in March.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 315.0 in March (1967=100).

The cost of intercity bus fares posted the largest increase among TPI components with a 3.3 percent increase over February. Airline fares rose 2.9 percent, followed by the cost of lodging while out of town which increased 2.5 percent. Gasoline prices rose 2.4 percent, compared to the 6.6 percent increase posted in February.

Entertainment services showed no change from February, while the cost of intercity railroad fares posted an increase of only 0.1 percent.

The TPI has increased 14.1 percent since March, 1980, compared to a 10.6 percent increase in the CPI during the same period. Intercity railroad fares increased 16.7 percent, while gasoline prices rose 13.4 percent for the year period. # #



TRAVEL PRICES CONTINUE TO EXCEED CPI

Monthly and Annual Rates of Change in the Travel Price Index and Components, March, 1981

TPI COMPONENT	Monthly Percent Change February, 1981 to March, 1981	Annual Percent Change March, 1980 to March, 1981
Transportation	2.6%	20.6%
Airline Fares	2.9	32.2
Intercity Bus Fares	3.3	11.2
Intercity Train Fares	0.1	16.7
Taxicab Fares	0.9	11.5
Gasoline	2.4	13.4
Lodging	2.5	10.1
Food Away From Home	0.5	9.7
Entertainment Services	0.0	8.1
Incidentals	1.3	7.3
TRAVEL PRICE INDEX	1.9%	14.1%
CONSUMER PRICE INDEX	0.7%	10.6%

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $35 per year, U.S., Canada, and Mexico; other foreign countries, $40 per year, payable in U.S. funds only.

Application to mail at 2nd Class postage rates pending at Washington, D.C. Postmaster: Send address changes to U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

DATA CENTER PREPARES FOR TTRA CONFERENCE

Innovation and creativity in travel research is the theme of the twelfth annual Travel and Tourism Research Association conference. TTRA XII will be held in Las Vegas at the Hotel Sahara on June 7-10, 1981.

The U.S. Travel Data Center will be well represented in the program for this conference. Dr. Douglas C. Frechtling, Data Center Director, will make a presentation as part of the panel entitled, "A Retrospective of Research Tools and Their Effectiveness," chaired by Dr. John Hunt of Utah State University. Dr. Frechtling will discuss progress in measuring the economic impact of travel and monitoring current trends in U.S. travel behavior. "This will include a discussion of our successes, failures, and what we have learned. This should help others to avoid making mistakes in conducting their own travel research," said Dr. Frechtling.

Another panel, "New Perspectives on Travel Forecasting," was organized by Dr. Frechtling who will serve as its moderator. As part of this panel, Suzanne Cook, Manager of Survey Research for the U.S. Travel Data Center, will present a paper entitled, "Travel Intentions and Travel Behavior," co-authored by the Data Center Director. Based on monthly data collected since early 1979 through the Data Center's National Travel Survey and other relevant research, this paper will focus on the relationship between stated travel intentions and actual travel behavior as a forecasting tool.

In addition to examining how the relationship between intentions and behavior is influenced by factors such as socio-economic characteristics, the presentation will address several other issues. These include how travel intentions vary by month, how various demographic groups differ in their intentions to take vacation trips, and how certain situations, such as the gasoline shortages in June and July, 1979, may have affected such intentions.

To our knowledge, vacation intentions and behavior have never been studied in such detail. This presentation will provide guidance to the use of intention information in travel forecasting.

Other members of the panel are John J. Casson, Vice President - Corporate Strategy and Chief Economist, American Express Company; and Ann D. Picker, Director of Business Research, Pannell, Kerr, Forster. For further information on TTRA XII, contact Mari Lou Wood, P.O. Box 8066 Foothill Station, Salt Lake City, Utah 84108. # #

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HOTEL INDUSTRY STUDY PUBLISHED

Pannell Kerr Forster recently released its 1980 edition of Trends in the Hotel Industry, a statistical reveiw incorporating operating and financial data on hotels and motels, and on destination advertising.

One volume covers the international hotel industry and presents compilations of financial data collected from 400 accommodations establishments located outside the U.S. Areas in which hotels are located include Canada, South/Central America, the Caribbean, Europe, Africa, the Middle and Far East, the Pacific, Southeast and South Asia.

A second volume, the U.S.A. edition, collects data contributed voluntarily by 800 accommodations establishments located in the U.S. Information covers transient hotels, resort hotels, and motels with and without restaurants.

A special supplement, 1979 Advertising Expenditures, provides an analysis of 1979 expenditures in U.S. measured media by selected accommodations chains.

Copies of Trends may be obtained by sending $27.05 to Pannell Kerr Forster, 420 Lexington Avenue, New York, NY 10170. # #

MORE DATA CENTER MEMBERS MEAN IMPROVED SERVICES

Many travel industry executives assume that the U.S. Travel Data Center is a part of the U.S. Government. On the contrary, the Data Center is a self-supporting, non-profit research organization. It derives income from three sources: 1) membership dues, 2) privately contracted studies, many with state and local governments, and 3) the sale of publications.

Many of those who receive TRAVEL PRINTOUT each month assume they are members of the Data Center. This newsletter is sent to all members of the Travel Industry Association of America as a benefit of belonging to that organization. This does not however, make them members of the Data Center. They do not receive each Data Center publication as issued, or obtain discounts on reports and other programs, or enjoy free consultation with the Data Center staff.

Membership in the U.S. Travel Data Center provides vital support for our annual research program. Continued growth in membership keeps dues from rising and enables us to improve services. More members mean better research, staff consultation, seminars, and publications:

Research - improving the quality of research with larger sample sizes, more extensive information, and additional surveys;

Consultation - a staff which has ample time to search for answers to individual members' questions and solve problems common to many;

Seminars - expansion of the annual Travel Outlook Forum and the addition of seminars on travel research and its application to marketing and economic development;

Publications - expansion of the existing publications and the addition of more reports each year.

The Data Center is now conducting an extensive campaign for new members. Readers of TRAVEL PRINTOUT can help, first of all, by joining. For a copy of our new 1981 GUIDE TO PROGRAMS, MEMBERSHIP AND PUBLICATIONS, write or call Ida Simmons, Manager of Communications at (202) 293-1040.

In addition you can help by sending us the names of colleagues who would be interested in the Data Center. We look forward to hearing from you today! # #

TOURISM DEVELOPMENT MANUAL RELEASED

A manual to aid local business and community leaders in developing and marketing tourism resources has been published by two Department of Commerce agencies. Entitled Creating Economic Growth and Jobs Through Travel and Tourism, the 315-page manual provides detailed procedures for evaluating existing tourism resources, measuring market potential, organizing community support and implementing economic development strategies.

Included are discussions about conducting an inventory of resources, simple measures of travel impact, assessing the business and legal environment, measuring market potential, designing market strategies, and implementing the plan. Copies of the questionnaires and other materials used in testing the manual in a West Virginia county are also included.

This manual can be a useful introduction to those seeking a basic approach to developing a community's tourism resources. Single copies of the study can be obtained from Don Wynegar, U.S. Travel Service, U.S. Department of Commerce, Washington, D.C. 20230; or from Paul Braden, Economic Development Administration, also at the Department of Commerce. # #

The U.S. Travel Data Center expanded its publications department in April with the addition of Ms. Timmy Peay to the staff. Publication orders will now be filled more rapidly. Inquiries about orders or mailings should be directed to Timmy Peay, Publications Department, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #

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U.S. TRIPS INCREASE IN FEBRUARY

U.S. travel away from home in February rose nearly ten percent over the previous year. Trips were somewhat shorter and closer to home than during February, 1980, however.

Vacation travel plans for the summer months are encouraging, according to the U.S. Travel Data Center's March National Travel Survey.

Summarizing survey results, Dr. Douglas C. Frechtling, Data Center Director, noted pleasure and business travelers are returning to their customary patterns. "Vacation and business travel both increased in February, indicating Americans are shaking off the depressing effects of last year's economy," Dr. Frechtling stated. "This bodes well for the summer travel season."

The survey found that 46 percent of U.S. adults plan to take a vacation trip during the next six months, no significant change from the previous year's March survey. Consumers are planning a considerable increase in auto vacation travel at the expense of common carriers, according to the survey.

The Data Center's National Travel Survey comprises telephone interviews with more than one thousand U.S. adults each month projectable to the national population. The complete monthly results are available by subscription only; selected data are published quarterly by the Data Center.

The March survey found that 16 percent of U.S. adults traveled away from home for all purposes in February, 1980. They took 25.4 million trips, averaging 1.7 persons per trip for a total of 43.1 million person-trips. Nearly 140 million nights were spent away from home. # #

CURRENT TRAVEL INDICATORS COMMENTARY

The classification for bus passenger traffic has been changed to include all regular route and charter service carriers. Before, only Class I carriers had been used. Class I includes only those carriers with a gross operating revenue of $3 million or more.

The Bureau of Census has revised some of its data base for last year. All categories under "establishment of receipts or retail sales" except car rental/leasing without driver have been affected. The reason for this change is that all seasonally adjusted figures during a year are projected and then revised following the close of the year. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	February, 1981 visits[1] (thousands)	Change from January, 1981 (percent)	Change from February, 1980 (percent)	1981-80 Year-to-date change (percent)
New England	329.5	39.7%	54.8%	41.1%
Eastern Gateway	242.9	35.2	42.1	22.0
G. Washington Country	5,350.2	13.8	10.9	15.3
The South	5,108.3	3.4	11.9	7.3
Great Lakes Country	114.4	23.1	-8.2	-1.2
Mountain West	425.2	.05	9.8	24.0
Frontier West	925.1	27.9	15.1	12.3
Far West	2,048.3	9.1	10.4	7.6
The Islands	324.8	8.7	7.9	-1.2
TOTAL	14,868.7	1.6%	7.3%	10.9%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	February, 1981	% change from January, 1981	% change from February, 1980	Year-to-date % change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,629 million	3.3	15.4	13.5
Car rental/leasing without drivers	395 million	-2.0	7.0	8.9
Eating and drinking places	7,876 million	-0.1	12.0	10.0
Hotels, motels and other lodging places	2,178 million	-0.7	3.8	3.4
Gasoline service stations	8,602 million	1.2	15.4	16.2
Commercial lodging demand				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$632.1 million	-0.8	-3.5	-2.7
Airline passenger traffic[4]				
Domestic revenue passenger-miles	13.1 billion	-8.1	-9.9	-8.3
International revenue passenger-miles	3.2 billion	-18.8	-6.9	-5.5
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.51 billion	-9.0	0.0	3.3
Highway traffic volume[6]				
Main rural road vehicle-miles	35.1 billion	-6.9	2.8	2.7
Rail passenger traffic[7]				
Amtrak passenger-miles	293.7 million	-14.5	-2.4	2.1
Travel Price Index[8]	309.2	2.5	14.1	14.2
U.S. resident travel[9]				
Total person-trips	43.1 million	-22.8	9.7	12.5
Vacation person-trips	20.7 million	-36.7	5.6	15.1
Public use of National Parks[10]				
Visits	14,890,100	-2.8	13.2	14.0
Overnight stays	362,600	-20.8	-13.9	3.1
Foreign arrivals in U.S.[11]				
From overseas	598,089	-22.1	3.1	6.4
From Canada	592,901	-17.4	-5.1	0.0
U.S. citizen departures[11]				
To overseas	500,192	-9.2	-5.2	-1.5
To Canada	375,039	15.6	0.4	4.9
Domestic demand for motor gasoline[12]				
Barrels per day	N/A	N/A	N/A	N/A

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

June, 1981 Volume 10, Number 6

CONVENTION INCOME SURVEY COMPLETED

The convention business is big business for host cities in the U.S. Just how big is revealed in the 1978-79 IACVB Convention Income Survey: Analytical Report just released by the U.S. Travel Data Center. The report shows that the individual trade show delegate generates an average income of $367 to the host community. This figure reflects the individual delegate's expenditures, as well as the per-delegate expenditures of the convention-host association, trade show exhibitors, and exposition service contractors.

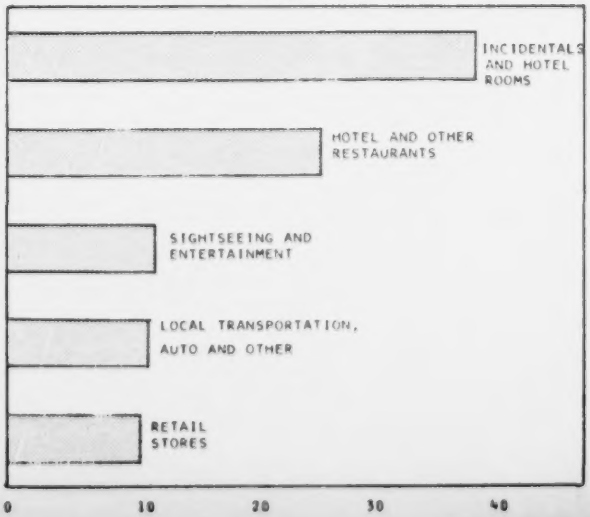
The report is based on a year-long survey conducted by the Data Center for the International Association of Convention and Visitor Bureaus (IACVB). Conducted in 55 U.S. cities and two foreign cities, the survey includes responses from nearly 31,000 delegates attending 1,400 conventions. Previous expenditure surveys conducted by the IACVB were concerned only with expenditures of out-of-town delegates while attending a convention.

Although the primary emphasis of the current survey continues to be delegate expenditures, for the first time, information was also collected from approximately 5,000 exhibitors, nearly 1,100 associations, and 300 exposition service contractors. These additional data provide a more comprehensive picture of the economic impact of conventions on city economies than ever before.

The report estimates the average travel party size, duration of stay, and expenditures by delegates, exhibitors, associations and service contractors. Estimates show that delegate spending has risen 33 percent since 1973 to nearly $254 per delegate, or $67 per delegate-day. Of this total, approximately 39 percent is spent on hotel rooms and incidentals, 27 percent on restaurant meals, and 12 percent on sightseeing and entertainment.

The 65-page 1978-79 IACVB Convention Income Survey: Analytical Report is available for $25 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #

ALLOCATION OF DELEGATES' EXPENDITURES



DR. FRECHTLING TO ADDRESS SEMINAR

Data Center Director Douglas Frechtling will address a seminar of the Federal Statistics Users' Conference which will be held at the International Inn in Washington on June 17 and 18. Dr. Frechtling will discuss uses of information for the travel and hospitality industry as part of a panel entitled "Data Sources and Uses For Selected Services Industries - Problems, Omissions, and Potentials."

Registration information for the seminar may be obtained by writing the Federal Statistics User's Conference, calling 703/243-5111. # #

TRAVEL PRICE INDEX

GASOLINE PRICES DROP IN APRIL

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 0.6 percent in April, down from the 1.9 percent increase registered in March, 1981.

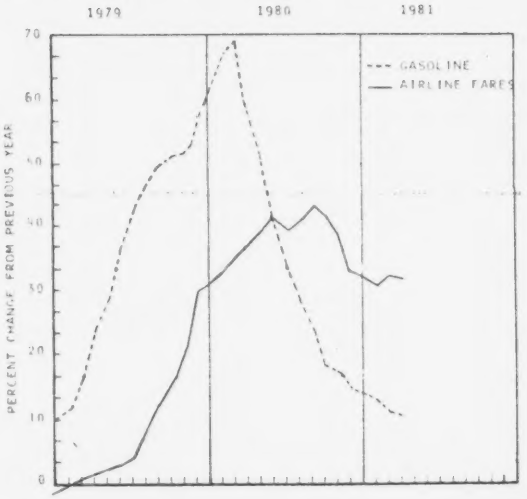
For comparison, the Consumer Price Index (CPI) also rose 0.6 percent on a seasonally unadjusted basis in April.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 317.0 in April (1967=100).

Taxicab fares posted the largest increase among TPI components with a 2.2 percent increase over March, followed by intercity bus fares which increased 1.8 percent. The cost of airline fares rose 1.4 percent.

Gasoline prices dropped 0.3 percent from March, a welcome change from the large increases posted for the last four months. Intercity railroad fares and entertainment services each rose 0.2 percent.

The TPI has increased 13.7 percent since, April, 1980, compared to a 10.0 percent increase in the CPI during the same period. Airline fares show a 31.9 percent increase to lead all other TPI components. Intercity railroad fares increased 16.8 percent, while intercity bus fares rose 12.9 percent for the year period. The cost of incidental purchases posted the smallest increase for the year, 7.0 percent. # #



INCREASES IN AIRLINE FARES REMAIN HIGH WHILE GASOLINE PRICES RISE MORE SLOWLY

Monthly and Annual Rates of Change in the Travel Price Index and Components, April, 1981

TPI COMPONENT	Monthly Percent Change March, 1981 to April, 1981	Annual Percent Change April, 1980 to April, 1981
Transportation	0.5%	19.6%
Airline Fares	1.4	31.9
Intercity Bus Fares	1.8	12.9
Intercity Train Fares	0.2	16.8
Taxicab Fares	2.2	9.2
Gasoline	-0.3	11.9
Lodging	0.9	10.1
Food Away From Home	0.7	9.6
Entertainment Services	0.2	7.5
Incidentals	0.7	7.0
TRAVEL PRICE INDEX	0.6%	13.7%
CONSUMER PRICE INDEX	0.6%	10.0%

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $35 per year, U.S., Canada, and Mexico; other foreign countries, $40 per year, payable in U.S. funds only.

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NORTHEAST TO ENJOY SUMMER VACATION BOOM, SURVEY FINDS

Americans are planning considerably more summer vacation travel in the nation's northeast region (New England, New York and New Jersey), than they actually took last year. The U.S. Travel Data Center's May National Travel Survey indicates the number of Americans planning to vacation in this area is up 50 percent over the number who actually traveled there during 1980's summer months (June-August).

Nationally, the survey indicates that 40 percent of the U.S. population plans to take one or more vacation trips during the summer months of June, July and August this year. This suggests 100 million Americans will take 270 million vacation person-trips this summer, up more than 10 percent over last year. A person-trip is counted each time a person goes on a trip.

"Vacation travel plans are considerably stronger than we have seen in recent years," according to Dr. Douglas C. Frechtling, Director of the U.S. Travel Data Center. "Americans have shaken off doubts about gasoline supplies, inflation, and their economic future to return to the high levels of summer vacation travel traditional in this country."

Intentions to vacation in the midwest are down from actual travel last year, the May survey indicates, but the East and West will apparently post significant gains. Desire to vacation in foreign countries this summer also appears considerably stronger than last year. # #

CURRENT TRAVEL INDICATORS COMMENTARY

In this issue, Current Travel Indicators shows significant increases in both total and vacation person-trips under the "U.S. Resident and Travel" category. Because the April, 1980, wave of the National Travel Survey was conducted during Easter Week when many travelers may have been away from home and thus not available for interview, the number of trips recorded for March, 1980, may have been abnormally depressed. The results for March, 1981, appear to be valid, but the percent change shown is probably inflated by the unusually low year-earlier figures.

Last month February numbers for two categories were still unavailable at press time. The preliminary February number for the demand for motor gasoline was 6.3 million barrels per day, and hotel/motel occupancy rate was 65.7 percent. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	March, 1981 visits[1] (thousands)	Change from February, 1981 (percent)	Change from March, 1980 (percent)	1981-80 Year-to-date change (percent)
New England	457.6	39.4%	51.7%	49.3%
Eastern Gateway	297.5	21.2	12.1	17.9
G. Washington Country	7,412.8	15.9	21.1	21.8
The South	6,270.3	22.9	9.3	8.0
Great Lakes Country	159.2	39.2	13.7	4.7
Mountain West	572.4	34.6	19.3	22.1
Frontier West	1,291.3	35.3	-12.3	0.2
Far West	2,700.5	15.2	7.3	4.5
The Islands	572.3	4.5	-11.0	-5.0
TOTAL	19,733.9	17.5%	9.7%	10.7%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	March, 1981	% change from February, 1981	% change from March, 1980	Year-to-date % change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,682 million	2.2	13.8	13.6
Car rental/leasing without drivers	411 million	5.9	2.0	5.8
Eating and drinking places	7,958 million	1.0	12.6	10.9
Hotels, motels and other lodging places	2,187 million	.3	5.4	4.1
Gasoline service stations	8,546 million	-0.6	12.1	14.8
Commercial lodging demand				
Hotel/motel occupancy rate[2]	72.6 percent	10.5	-3.7	-3.8
Real demand for commercial lodging[3]	$713.3 million	12.7	-2.0	-2.4
Airline passenger traffic[4]				
Domestic revenue passenger-miles	15.0 billion	17.7	-13.5	-11.0
International revenue passenger-miles	3.6 billion	13.3	-10.6	-7.3
Bus passenger traffic[5]				
Intercity bus passenger-miles	2.02 billion	33.4	-0.5	1.4
Highway traffic volume[6]				
Main rural road vehicle-miles	41.9 billion	19.0	3.2	3.1
Rail passenger traffic[7]				
Amtrak passenger-miles	373.2 million	27.1	2.5	2.2
Travel Price Index[8]	315.0	1.9	14.1	14.2
U.S. resident travel[9]				
Total person-trips	68.0 million	57.8	78.0	32.3
Vacation person-trips	32.5 million	57.0	47.7	25.6
Public use of National Parks[10]				
Visits	19,724,000	32.5	15.9	16.7
Overnight stays	610,300	68.3	-0.1	8.9
Foreign arrivals in U.S.[11]				
From overseas	724.881	19.7	-2.6	3.5
From Canada	973,758	64.2	-5.9	-2.6
U.S. citizen departures[11]				
To overseas	575,157	12.4	-9.1	-3.7
To Canada	416,774	11.1	5.9	5.3
Domestic demand for motor gasoline[12]				
Barrels per day	6,430 thousand	2.0	.3	-1.0

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

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U.S. Travel Data Center

July, 1981 Volume 10, Number 7

FORECASTING STUDY LINKS TRAVEL INTENTIONS WITH ACTUAL BEHAVIOR

An initial study of the links between intentions and actual behavior suggests that consumer intentions to take vacation trips may be used as a tool for forecasting levels of future travel activity.

Suzanne D. Cook, manager of survey research at the U.S. Travel Data Center, presented this and other findings in a paper co-authored by Data Center Director, Douglas C. Frechtling, at the Twelfth Annual Conference of the Travel and Tourism Research Association which met last month in Las Vegas.

Dr. Frechtling and Ms. Cook studied data collected through the Data Center's National Travel Survey for the past two and one-half years. The authors discovered consistent patterns in both vacation travel activity and intentions to take vacation trips. These patterns can be used to suggest what is likely to occur in the future.

Intentions were found to be sensitive to external developments, such as gasoline shortages and economic difficulties. Further, the analysis revealed intentions to be most accurate as predictors of future vacation travel activity among adults age 25 to 34, those with incomes between $10,000 and $30,000, and blue collar/clerical employees.

Commenting on the substantial number of requests for projections that the Data Center receives regularly, Ms. Cook said that the Data Center plans to continue its investigation and to refine the use of intentions data as a forecasting tool.

Using the indicators developed for 1979 and 1980 and the intentions data collected over the past few months, Ms. Cook presented projections for summer vacation travel.

"Should nothing unexpected occur, such as gasoline shortages or a sharp increase [illegible] expect at least a 10 percent to 15 percent increase in vacation travel over last summer," Ms. Cook said.

Copies of the 15-page paper, "Travel Intentions and Travel Behavior," are being sent to all members of the Data Center and will be published in the TTRA Conference Proceedings. # #

1980-81 ECONOMIC REVIEW OF TRAVEL IN AMERICA UNVEILED AT TOURISM CAUCUS

Current issues of concern to the travel industry will be the topic of a briefing for professional staff members of U.S. Congressional Travel and Tourism Caucus on July 22, in Washington, D.C. The Travel and Tourism Caucus is comprised of U.S. Representatives who have an interest in tourism and travel.

Presentations will be made by officers of the Caucus Advisory Board, and the 1980-81 Economic Review of Travel in America, prepared by the U.S. Travel Data Center, will be officially released and discussed.

The economic review includes industry receipts, travel spending, travel-generate payroll and employment, tax revenue, and international visitor flows.

Dr. Douglas C. Frechtling, Data Center director, will brief the caucus on 1) the importance of travel and tourism to the U.S. economy, and 2) current travel and tourism trends.

The 1980-81 Economic Review of Travel in America will be sent to members of the Data Center. Others may obtain a copy for $25.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., [illegible]

MAY TRAVEL PRICES STEADY AS CONSUMER PRICES RISE

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), did not change in May, the best performance in four years.

For comparison, the Consumer Price Index (CPI) rose 0.8 percent on a seasonally unadjusted basis in May, up slightly from 0.6 percent posted in April.

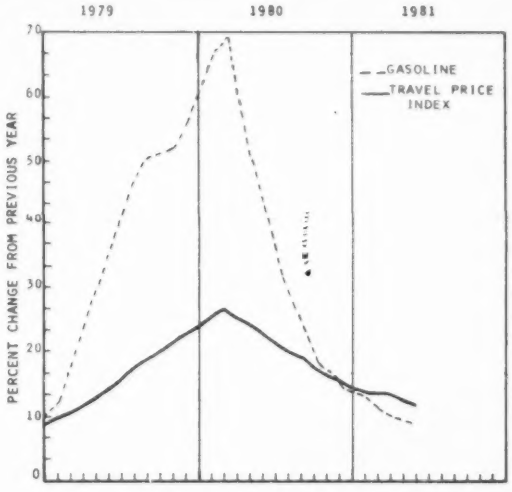
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 317.0 in May (1967=100).

Intercity railroad fares posted the largest increase among the TPI components, up 7.0 percent over April. Intercity bus fares followed with a 1.3 percent increase, while the cost of food away from home rose 0.4 percent for the month. Airline fares increased 0.1 percent, the smallest increase in this component since December, 1978.

Gasoline prices declined 0.7 percent from April, the second consecutive month gasoline prices have fallen. The cost of lodging while out of town also declined from April by 0.1 percent.

The TPI has increased 12.9 percent since May, 1980, compared to a 9.8 percent rise in the CPI during the same period.

The TPI is based on U.S. Department of Labor consumer price data and is published monthly by the U.S. Travel Data Center. # #



TRAVEL INFLATION SLOWS AS GASOLINE PRICES MODERATE

Monthly and Annual Rates of Change in the Travel Price Index and Components, May, 1981

TPI COMPONENT	Monthly Percent Change April, 1981 to May, 1981	Annual Percent Change May, 1980 to May, 1981
Transportation	-0.2%	18.1%
Airline Fares	0.1	29.2
Intercity Bus Fares	1.3	13.6
Intercity Train Fares	7.0	18.7
Taxicab Fares	0.2	7.9
Gasoline	-0.7	10.9
Lodging	-0.1	9.8
Food Away From Home	0.4	9.3
Entertainment Services	0.3	6.9
Incidentals	0.3	7.0
TRAVEL PRICE INDEX	0.0%	12.9%
CONSUMER PRICE INDEX	0.8%	9.8%

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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CENSUS BUREAU RELEASES SOCIAL REPORT

Like its two predecessors, Social Indicators III covers a wide range of topics which relate to the quality of life in America. This will-designed volume contains over 200 color charts and spans over 600 pages. It examines major social trends and developments and tells how the American way of life has been changing.

These indicators examine, among other things, leisure activity and transportation--two important concerns of the travel industry. Overall, leisure time may be affected by more Americans entering the workforce. Experts anticipate that in a few years, the number of workers will equal non-workers (including both children and retirees). Reading and staying home, according to indicators, are growing in favor while visiting friends and going to the movies are declining. At the same time, expenditures for leisure and cultural activities have more than doubled (measured in constant dollars).

In the transportation section, charts indicate respondents' satisfaction with modes of transportation as well as expenditures and usage. For example: "Nearly half (48 percent) of the $414 billion spent on transportation in 1977 was accounted for by private automobiles and the remainder by nonregulated trucks (27 percent) and regulated carriers (25 percent)," according to the text.

A 1977 survey reveals that almost 60 percent of respondents expect to be affected if airlines service is terminated. Over half of the respondnets feel that more intercity buses are needed to meet future needs. Another chart shows that from 1973 to 1974, fuel consumption dropped over 60 gallons annually per vehicle.

The 645-page Social Indicators III can be obtained for $17.00 from the Superintendent of Cocuments, U.S. Government Printing Office, Washington, D.C. 20402, stock number 003-024-02683-0. # #

BRIEFS

Contractual studies on the economic impact of travel in 1979 or 1980 were recently completed for the counties in Tennessee, Pennsylvania, Virginia, South Carolina, and Maryland. A similar study is underway for Missouri counties.

Also recently completed were the Economic Impact of U.S. Visitors on Washington, D.C., 1980 and the 1980 Travel South U.S.A. Economic Analysis. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	April, 1981 visits[1] (thousands)	Change from March, 1981 (percent)	Change from April, 1980 (percent)	1981/80 Year-to-date change (percent)
New England	780.5	67.7%	-3.2%	19.6%
Eastern Gateway	267.9	54.3	7.1	14.7
G. Washington Country	6,459.6	39.8	15.0	19.4
The South	7,476.3	19.8	2.0	6.1
Great Lakes Country	259.2	62.8	20.9	10.2
Mountain West	874.1	54.9	16.9	20.2
Frontier West	1,893.6	47.9	10.3	3.9
Far West	3,220.7	18.7	7.8	5.8
The Islands	464.1	-5.0	1.7	-3.4
TOTAL	21,696.0	22.7%	6.8%	10.3%

[1] Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the Travel Industry Association of America (TIA) travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	April, 1981	% change from March, 1981	% change from April, 1980	Year-to-date % change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,628 million	-3.8	11.3	13.5
Car rental/leasing without drivers	429 million	-0.7	8.6	7.9
Eating and drinking places	7,850 million	-1.9	10.5	11.0
Hotels, motels and other lodging places	2,207 million	1.1	8.9	5.2
Gasoline service stations	8,530 million	-1.0	10.4	14.0
Commercial lodging demand				
Hotel/motel occupancy rate[2] [3]	71.7 percent	-1.2	-4.1	-3.9
Real demand for commercial lodging[3]	$696.3 million	-2.3	1.5	-1.4
Airline passenger traffic[4]				
Domestic revenue passenger-miles	14.9 billion	-0.5	-5.6	-9.6
International revenue passenger-miles	4.0 billion	10.1	-1.1	-5.7
Bus passenger traffic[5]				
Intercity bus passenger-miles	2.31 billion	14.4	-2.5	0.1
Highway traffic volume[6]				
Main rural road vehicle-miles	43.2 billion	2.9	3.2	3.1
Rail passenger traffic[7]				
Amtrak passenger-miles	417.8 million	11.8	11.0	4.6
Travel Price Index[8]	317.0	0.6	13.7	14.0
U.S. resident travel[9]				
Total person-trips	85.2 million	25.3	21.7	28.6
Vacation person-trips	49.4 million	52.0	57.3	35.6
Public use of National Parks[10]				
Visits	21,696,300	10.0	-4.3	9.5
Overnight stays	942,400	54.4	5.6	7.8
Foreign arrivals in U.S.[11]				
From overseas	N/A	N/A	N/A	N/A
From Canada	1,007,403	3.5	0.2	-1.8
U.S. citizen departures[11]				
To overseas	N/A	N/A	N/A	N/A
To Canada	563,248	35.1	8.0	6.2
Domestic demand for motor gasoline[12]				
Barrels per day	6,500 thousand	4.8	-4.4	-2.8

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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U.S. Travel Data Center

August, 1981

Volume 10, Number 8

DATA CENTER RELEASES 1980-81 ECONOMIC REVIEW OF TRAVEL

Estimates of the impact of travel on the economy in 1980 were released by the U.S. Travel Data Center last week in a new report, The 1980-81 Economic Review of Travel in America. The report was presented at a special briefing for Congressional staff sponsored by the U.S. Congressional Travel and Tourism Caucus.

Travelers spent $157 billion in America during 1980 according to estimates in the review, and the travel industry contributed 35 percent of the new jobs created last year. The report presents the travel industry as a dependable source of abundant job opportunities even during recent recessionary times.

The review also compares visitation and expenditures in the various travel regions in the U.S. The South is the most popular region among travelers; moreover, it led the U.S. in travel expenditures for the year.

The 55-page review contains charts, tables and narrative presenting recent trends in travel and tourism and their economic impact on the U.S. economy during the last decade. Tourism's energy requirements are highlighted, along with its extraordinary abilities to create jobs. Projections for 1981 are also included.

The 1980-81 Economic Review of Travel In America is sent to Data Center members and is available for $25.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Suite 610, Washington, D.C. 20036. # #

STUDY OF BRAND SHARE IN THE LODGING INDUSTRY ANNOUNCED

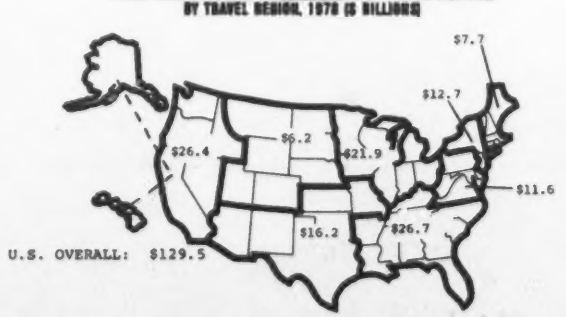
An important new study for the lodging industry, the Brand Share in the Lodging Industry (BSLI) Study, was unveiled last week by the U.S. Travel Data Center in a letter to major hotel chains throughout the U.S.A.

As part of the monthly National Travel Survey, BSLI is designed to collect information monthly on the number and percentage of U.S. travelers using commercial lodging facilities, the number of nights spent in such accommodations, and the name and chain affiliation, if any, of each hotel or motel used by respondents.

The study will be underwritten by subscriptions. Participants in the BSLI program will receive monthly reports containing brand share information for the previous month, as well as a complete set of tables of results for all other questions on travel in America contained in the National Travel Survey. These reports will also contain a special analysis designed to identify trends and indicate changes evident in Americans' use of hotels/motels.

For further information, contact Suzanne D. Cook, manager of survey research, U.S. Travel Data Center, 202/293-1040. # #

FIGURE 7B
TOTAL TRAVEL EXPENDITURES BY U.S. AND FOREIGN VISITORS BY TRAVEL REGION, 1979 ($ BILLIONS)



SOURCE: U.S. TRAVEL DATA CENTER, TABLE 7B

TRAVEL PRICE INDEX

JUNE GASOLINE PRICES FALL AS AIR FARES SOAR

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.0 percent in June.

For comparison, the Consumer Price Index (CPI) rose 0.9 percent, up slightly from the 0.8 percent increase recorded in May.

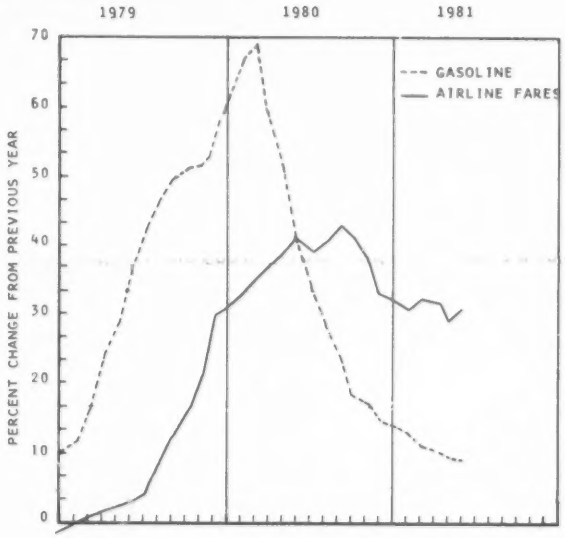
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 320.2 in June (1967=100).

Airline fares posted a sharp increase of 3.4 percent over May to lead all TPI components. Intercity railroad fares followed with a 2.5 percent rise, while the cost of lodging while out of town rose 1.5 percent for the month.

Gasoline prices declined 0.5 percent from May, the third straight month gasoline prices have decreased. The cost of incidental purchases showed no change in June, while the price of food away from home rose 0.4 percent.

The TPI has increased 13.1 percent since June, 1980, compared to 9.6 percent to lead all other TPI components.

The TPI is based upon U.S. Department of Labor consumer price data and is published monthly by the U.S. Travel Data Center. # #



INCREASES IN AIRLINE FARES REMAIN HIGH WHILE GASOLINE PRICES RISE MORE SLOWLY

Monthly and Annual Rates of Change in the Travel Price Index and Components, June, 1981

TPI COMPONENT	Monthly Percent Change May, 1981 to June, 1981	Annual Percent Change June, 1980 to June, 1981
Transportation	1.2%	18.5%
Airline Fares	3.4	30.9
Intercity Bus Fares	1.3	14.9
Intercity Train Fares	2.5	19.1
Taxicab Fares	0.5	7.5
Gasoline	-0.5	10.2
Lodging	1.5	10.5
Food Away From Home	0.4	9.0
Entertainment Services	0.3	6.6
Incidentals	0.0	6.6
TRAVEL PRICE INDEX	1.0%	13.1%
CONSUMER PRICE INDEX	0.9%	9.6%

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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U.S. VACATION TRAVEL RISES IN MAY

Americans boosted their vacation travel in May, and expanded plans for summer travel as well.

According to the U.S. Travel Data Center's National Travel Survey conducted in early June, U.S. residents took 23 percent more vacation person-trips in May than the same month in 1980. (A person-trip is recorded each time one person goes on a trip 100 miles or more away from home.) Middle income families showed the greatest increase. Travel to most regions was up, with mid-Atlantic, far west and foreign destinations showing the greatest gains.

"Last year, Americans took fewer vacation trips but stayed longer at their destinations as they attempted to economize on rapidly rising transportation costs," said Dr. Douglas C. Frechtling, Director of the U.S. Travel Data Center. "As these costs have stabilized and income has risen in 1981, we are seeing a return to more short vacation trips, both in distance and duration."

Intentions to take vacation trips remain high. Fifty-two percent of U.S. adults surveyed indicated they were planning a vacation trip during the succeeding six months, up from 45 percent in June, 1980. Plans for August vacations are particularly strong. The mode of transportation on these trips appears unchanged from last year, with the personal motor vehicle chosen for nearly 70 percent of upcoming vacation trips. # #

BRIEFS

The 1982 Travel Outlook Forum will be held in Washington, D.C. at the Hyatt Regency on Capital Hill, December 10, 1981. Registration brochures will be mailed in about 4 weeks.

# #

The Data Center's Board of Trustees passed a resolution which recommends changes to strengthen the upcoming 1982 National Travel Survey. Data Center members will soon receive a copy of the resolution. The board of trustees hopes every member will approve the resolution and write a letter of support to government officials concerned with the 1982 survey.

# #

Current Travel Indicators Update: Last month, April figures for two categories were unavailable at presstime. The number of foreign arrivals from overseas in April was 835,988, and the number of U.S. citizen departures to overseas was 643,925. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	May, 1981 visits[1] (thousands)	Change from April, 1981 (percent)	Change from May, 1980 (percent)	1981-80 Year-to-date change (percent)
New England	1,062.3	36.1%	-3.8%	9.3%
Eastern Gateway	566.5	8.9	10.2	13.0
G. Washington Country	10,373.0	20.2	16.6	18.6
The South	7,597.0	2.1	-0.4	4.5
Great Lakes Country	486.1	129.1	-0.5	4.7
Mountain West	1,062.4	14.1	-5.2	10.8
Frontier West	2,940.8	55.7	17.8	8.7
Far West	4,735.3	43.4	19.3	10.5
The Islands	343.3	-40.0	27.9	0.5
TOTAL	29,166.8	21.4%	9.2%	10.0%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the Travel Industry Association of America (TIA) travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	May, 1981	% change from April, 1981	% change from May, 1980	Year-to-date % change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,633 million	0.9	14.9	13.7
Car rental/leasing without drivers	418 million	-1.9	7.7	7.7
Eating and drinking places	7,907 million	0.8	12.3	11.2
Hotels, motels and other lodging places	2,409 million	7.1	17.9	8.4
Gasoline service stations	8,487 million	-1.3	9.7	15.9
Commercial lodging demand				
Hotel/motel occupancy rate[2]	71.0 percent	-1.0	0.8	-3.4
Real demand for commercial lodging[3]	$770.5 million	8.3	8.3	1.3
Airline passenger traffic[4]				
Domestic revenue passenger-miles	15.9 billion	6.7	3.9	-6.9
International revenue passenger-miles	4.6 billion	15.0	2.1	-3.9
Bus Passenger Traffic				
Intercity bus passenger-miles	2.6 billion	10.8	-1.9	-0.4
Highway traffic volume[6]				
Main rural road vehicle-miles	46.8 billion	8.3	4.0	3.3
Rail passenger traffic[7]				
Amtrak passenger-miles	380.0 million	-9.0	4.3	4.6
Travel Price Index[8]	317.0 million	0.0	12.9	13.8
U.S. resident travel[9]				
Total person-trips	97.9 million	6.4	19.0	26.5
Vacation person-trips	56.2 million	5.2	22.7	32.4
Public use of National Parks[10]				
Visits	29,620,600	36.5	7.4	11.6
Overnight stays	1,507,500	60.0	7.1	7.9
Foreign arrivals in U.S.[11]				
From overseas	884,487	5.8	8.5	7.3
From Canada	937,150	-7.0	6.1	-0.1
U.S. citizen departures[11]				
To overseas	725,185	12.6	-3.5	-2.2
To Canada	994,972	76.6	2.8	4.9
Domestic demand for motor gasoline[12]				
Barrels per day	6,597 thousand	1.8	-1.9	-2.5

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

September, 1981 Volume 10, Number 9

NATIONAL TRAVEL SURVEY

TRAVEL SHOWS 33% GAIN IN FIRST QUARTER, 1981

Underscoring the optimism shown by the travel industry since the beginning of the year, the 1981 National Travel Survey First Quarter Report released this week by the U.S. Travel Data Center indicates that travel is approaching the higher levels of earlier years.

Overall, person-trips were up 33 percent over the first quarter of 1980. (A person-trip is recorded each time any one person goes on a trip 100 miles or more away from home.)

Almost all types of travel showed marked increases over the depressed levels recorded in the same period last year. Business and convention travel showed the greatest increase, followed by weekend, pleasure, and vacation trips.

"High rates of economic growth coupled with declining inflation boosted U.S. first quarter travel across the board," according to Dr. Douglas C. Frechtling, Director of the Data Center. "This performance emphasizes the crucial role which economic growth and stable prices play in the progress of travel and tourism."

The National Travel Survey, a monthly telephone survey of over 1,000 adult Americans, revealed several changes in the patterns of travel behavior. First, as the primary mode of transportation, automobiles, trucks, and recreational vehicles registered major gains while travel by air continued to decline.

Second, travelers demonstrated a preference for destinations which were closer to home.

Third, more travelers preferred accommodations in the homes of friends and relatives while the percentage using commercial lodging facilities declined.

The 1981 National Travel Survey First Quarter Report, including 134 pages of tables, analysis, and comparisons with 1980, is being sent to members and is available for $50.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Suite 610, Washington, D.C. 20036.

# #

NATIONAL RECREATION SURVEY ANNOUNCED

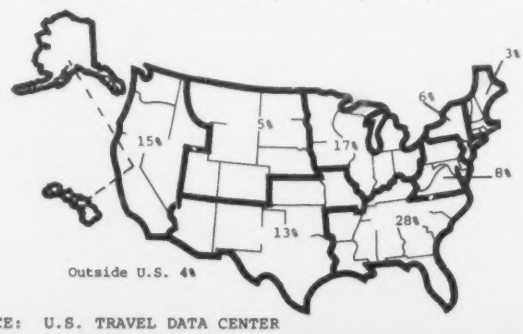
A new survey to monitor Americans' recreation and travel activities was announced today by the U. S. Travel Data Center and Leisure Information Service.

The Data Center's National Travel Survey, begun nearly three years ago, is being expanded to include recreation and other leisure behavior, and a larger monthly sample.

The new National Travel and Recreation Survey will gather information by telephone from more than 1,400 U.S. adults monthly, on travel, tourism, recreation, and other leisure activities. The monthly reports will provide unique, current marketing data for lodging firms, amusement parks and attractions, commercial campgrounds and

(Continued: page 3, column 2)

PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY DESTINATION REGION, FIRST QUARTER, 1981



SOURCE: U.S. TRAVEL DATA CENTER

TRAVEL PRICE INDEX

CONSUMER PRICES OUTPACE JULY TRAVEL COSTS

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.0 percent in July, the same increase posted in June.

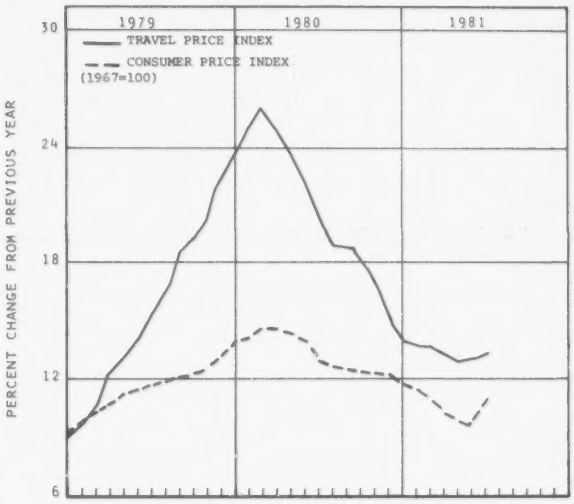
For comparison, the Consumer Price Index (CPI) rose 1.1 percent on a seasonally unadjusted basis, up from the 0.9 percent increase registered in June.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 323.3 in July (1967=100).

The cost of lodging while out of town posted an increase of 2.1 percent over June to lead all other TPI components. Taxicab fares increased 1.9 percent followed by airline fares with a 1.8 percent rise for the month.

Gasoline prices declined 0.4 percent from June, the fourth consecutive month in which the cost of gasoline has decreased. The cost of incidental purchases declined 0.2 percent from June, while intercity train fares and entertainment services each rose 0.2 percent.

The TPI has increased 13.7 percent since July, 1980, compared to a 10.7 percent rise in the CPI during the same period. The smallest increase among TPI components was entertainment services which rose 6.0 percent. # #



TRAVEL PRICE INFLATION HAS DECLINED BUT IS STILL HIGHER THAN OVERALL CONSUMER PRICE INFLATION

Monthly and Annual Rates of Change in the Travel Price Index and Components, July, 1981

TPI COMPONENT	Monthly Percent Change June, 1981 to July, 1981	Annual Percent Change July, 1980 to July, 1981
Transportation	0.7%	18.9%
Airline Fares	1.8	32.6
Intercity Bus Fares	1.7	16.8
Intercity Train Fares	0.2	19.3
Taxicab Fares	1.9	9.0
Gasoline	-0.4	9.6
Lodging	2.1	12.2
Food Away From Home	0.6	9.2
Entertainment Services	0.2	6.0
Incidentals	-0.2	6.4
TRAVEL PRICE INDEX	1.0%	13.7%
CONSUMER PRICE INDEX	1.1%	10.7%

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $35 per year, U.S., Canada, and Mexico; other foreign countries, $40 per year, payable in U.S. funds only.

Application to mail at 2nd Class postage rates pending at Washington, D.C. Postmaster: Send address changes to U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

JUNE SURVEY SHOWS VACATION TRAVEL INCREASE

Americans traveled away from home substantially more in June than they did one year ago, reflecting a return to more traditional levels of travel activity apparent throughout 1981. Plans for vacation travel during the next six months also remain well above year-earlier levels.

According to the U.S. Travel Data Center's National Travel Survey conducted during early July, U.S. residents took 30 percent more person-trips in June than during the same month in 1980. (A person-trip is recorded each time one person goes on a trip 100 miles or more away from home.)

Vacation and pleasure travel increased the most in June, while business and convention travel was off 14 percent.

Trips taken during the month were considerably shorter than last year at this time, averaging 780 round-trip miles per trip as compared to 1060 miles in June, 1980. The average duration also fell from 5.3 to 4.8 nights spent away from home.

"Consumers are taking a substantial number of short-duration trips close to home, and returning to travel patterns traditional before gasoline shortages, soaring inflation and recession hit in 1979-80," according to Dr. Douglas C. Frechtling, Data Center Director. "Business travel continues to soften as firms struggle to deal with high travel costs and an uncertain economy."

Intentions to take vacation trips remain high. Forty-eight percent of U.S. adults surveyed indicated they were planning a vacation trip during the suceeding six months, up from 40 percent in July, 1980. Personal motor vehicles will be used on 72 percent of these trips, a larger share than indicated by respondents last year at this time. # #

RECREATION SURVEY

(CONTINUED FROM PAGE 1)

parks, outdoor recreation manufacturers and distributors, common carriers, and government recreation and tourism development agencies.

Survey results will be especially useful to the marketing manager, tourism planner, and industry analyst who needs current, reliable and comprehensive data.

For a prospectus describing the National Travel and Recreation Survey, telephone Leisure Information Service/ Hawkins and Associates, Inc., (202) 547-6696, or write the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	June, 1981 visits[1] (thousands)	Change from May, 1981 (percent)	Change from June, 1981 (percent)	1981/80 Year to date change (percent)
New England	1,504.5	41.6%	.2%	5.9
Eastern Gateway	1,217.0	-.5	-23.6	-6.6
G. Washington Country	10,229.7	-1.9	14.8	17.8
The South	8,709.3	11.9	-5.0	2.3
Great Lakes Country	741.2	23.1	-10.7	-1.9
Mountain West	3,940.4	270.9	12.2	11.6
Frontier West	2,840.8	3.4	2.9	7.1
Far West	5,595.4	17.9	18.7	12.8
The Islands	526.5	2.1	6.3	1.6
TOTAL	35,304.8	17.1%	4.5%	8.5%

[1] Preliminary; adjusted for differences in reporting units. Source: National Park Service.

States comprising the Travel Industry Association of America (TIA) travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

OUTLOOK GRIM FOR 1982 CENSUS TRAVEL SURVEY

In response to a Data Center resolution calling for a sample size as large as in the 1977 National Travel Survey, the Bureau of the Census has indicated the 1982 Survey will include only one-third the number of households the earlier survey did.

In a letter to the Data Center Director, the Acting Director of the Census indicated that current plans cover a $2.4 million survey drastically scaled-down from earlier versions.

The scope of the questionnaire will be considerably reduced from 1977, with several tourism questions replaced by more general inquires requested by the U.S. Department of Transportation.

But the most discouraging feature is the Survey sample size.

The Census Bureau anticipates interviewing 7,500 U.S. households four times during the survey year, compared to an initial sample of 25,000 in 1977. The Bureau estimates the smaller sample will provide reasonably reliable estimates of 1982 travel for only 9 states, compared to 49 states in 1977.

The Data Center resolution also calls for the 1982 Census Travel Survey to be as comparable as possible to the 1977 effort, to provide results in less than a year, to produce a clean computer file of the results for public purchase.

The resolution has been supported by the U.S. Travel Service and a number of travel industry organizations. Moreover, the U.S. Congressional Travel and Tourism Caucus has sponsored discussions between the Data Center and other users, and the Census Bureau and Department of Transportation, to maximize benefits from the Survey.

However, it appears the 1982 National Travel Survey will fall far short of providing the travel industry with reliable, consistent and timely market information.

For further information, contact R. M. Dopkowski, Chief, Travel Surveys Branch, Demographic Surveys Division, Bureau of the Census, Washington, D.C., 20233. # #

1981 TRAVEL TRENDS RELEASED

A new edition of Travel Trends in the United States and Canada has been published by the Business Research Division, University of Colorado, in cooperation with the Travel and Tourism Research Association. An updated and expanded version of the fifth edition published in 1978, the 1981 edition reports travel statistics through 1979.

Travel Trends is divided into three sections: (1) the United States, (2) Canada, and (3) information sources. Statistics are provided on visits to recreation areas, number of tourists, tourist expenditures, length of stay and size of party, economic impact of tourism, tourism related employment, and other travel related topics.

The new edition contains 245 pages, consists of 29 chapters, and presents information in 94 tables from over 250 sources. Travel Trends in the United States and Canada can be obtained by sending $30.00 prepaid to Business Research Division, University of Colorado, Campus Box 420, Boulder, Colorado 80309. ##

PHASE ONE OF OVERSEAS VISITOR PROFILE COMPLETED

Foreign visitors to the U.S. have greater mobility than the travel industry originally estimated, according to findings of phase one interviews of the Study Profile of Overseas Tourist Arrivals to the U.S.

The study, conducted by Universal Travel Research Consultants, Inc., interviewed over 1,000 departing overseas visitors in four international airports in New York, California, and Florida. The study noted that 48 states (including Hawaii) were mentioned as a destination at least once, after eliminating states where less than 24 hours were spent.

Phase one also discovered that the average party spends $3,000.00 on a trip to the U.S. Moreover, 92 percent of visitors expressed intentions to make a return visit in the near future. Almost 60 percent of those interviewed had visited the U.S. previously.

Results of the Study Profile of Overseas Tourist Arrivals to the U.S. are available by sponsorship only.

For more details, contact Mac Stroud, President, Universal Travel Research Consultants, Inc., 904/224-2525. # #

1982 TRAVEL OUTLOOK FORUM

DECEMBER 10, 1981, HYATT REGENCY, WASHINGTON, D.C.

PROGRAM HIGHLIGHTS

Keynote Address:
The Shape of the New Economy
Dr. Murray Weidenbaum, Chairman:
President's Council of Economic Advisors

Travel Trends in 1981
Douglas C. Frechtling, Director
U.S. Travel Data Center

Outlook for Lodging
Roger S. Cline, National Director
Management Advisory Services
Pannell, Kerr, Forster

Outlook for Foodservice**

Outlook for Travel/Tour Trade
Patrick O.S. Arton, Editor
ASTA Travel News

Luncheon Address:
Travel Marketing in the New Economy
Kenneth Roman, Jr., President,*
Ogilvy and Mather Advertising

Outlook for Recreation and Camping
Derrick A. Crandall, President
American Recreation Coalition

Outlook for Auto Travel
Gregg Ganschaw, Vice President
Marketing, Color Art, Inc.

Outlook for Bus Travel
Stuart N. Robinson, President
Marketing Support Services, Inc.

Outlook for Auto Rental**

Outlook for Rail Travel
Robert E. Gall,
Assistant Vice President
Market Planning and Analysis,
Amtrak

Outlook for Air Travel
Earl Ditmars, Vice President
Forecasts, Research and Traffic
American Airlines, Inc.

Outlook for International Travel
Don Wynegar, Manager-
International Research Program
U.S. Travel Service

Summary: 1982 Travel Outlook
Somerset Waters, Author
The Big Picture

PROCEDURES AND CONDITIONS

PRE-REGISTRATION
Attendance at the forum will be limited. Consequently, advance registration is required. PAYMENT IN FULL MUST ACCOMPANY YOUR REGISTRATION FORM. Please submit a separate form for each person attending. Make your check payable to the U.S. Travel Data Center. Checks from foreign countries MUST include $10.00 check handling charge. Your registration will be confirmed by mail.

REGISTRATION FEE
Registration includes the full-day program, luncheon, cocktail reception and a copy of the printed Forum Proceedings. Fee for members of the U.S. Travel Data Center and/or the Travel and Tourism Research Association is $115.00. Fee for non-members is $135.00.

REGISTRATION
Registration materials, including final program and badge will be available at the registration desk beginning at 8:00 a.m. on the morning of the forum. All registrants must check in at the registration desk prior to entering the meeting room. Registration on-site will be allowed on a space available basis only. An additional $10.00 fee will be required for on-site registrations.

CANCELLATIONS AND REFUNDS
Cancellations must be received in writing prior to Wednesday, November 18, 1981, for full refund of registration fee. One-half refund for cancellation received at the Data Center by December 18. No refunds will be made after December 18, 1981.

PROCEEDINGS
The proceedings of the forum will be published shortly after the meeting. This publication is available to the public for $55.00 prepaid. All registrants will receive a complimentary copy by mail.

HOTEL RESERVATIONS
A block of rooms has been set aside at Hyatt Regency on Capital Hill for persons desiring hotel accommodations for the forum at a rate of $54.00, single and $72.00, double, plus 10% sales tax and 80 cents per room per night accupancy tax. To make arrangements check the attached Registration Form and mail it in. A hotel reservation card will be sent to you along with your confirmation. Simply fill it out and return to Hyatt Regency on Capital Hill by Wednesday, November 18, to insure space within the block. Reservations will be confirmed directly by the hotel.

*INVITED **TO BE ANNOUNCED

5

REGISTRATION FORM

1981 TRAVEL OUTLOOK FORUM

REGISTRATION: (please check appropriate box)

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- ☐ Member, TTRA $115.00
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CURRENT TRAVEL INDICATORS

	June, 1981	% change from May, 1981	% change from June, 1980	Year-to-date % change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,648 million	3.0	15.5	13.5
Car rental/leasing without drivers	426 million	3.9	5.7	7.0
Eating and drinking places	7,808 million	-1.2	10.2	11.0
Hotels, motels and other lodging places	2,361 million	-1.7	15.3	9.5
Gasoline service stations	8,500 million	-0.2	6.5	12.2
Commercial lodging demand				
Hotel/motel occupancy rate[2,3]	72.8 percent	2.3	-0.8	-2.9
Real demand for commercial lodging	763.0 percent	-0.6	4.3	1.8
Airline passenger traffic[4]				
Domestic revenue passenger-miles	N/A	N/A	N/A	N/A
International revenue passenger-miles	5.0 billion	7.4	-1.9	-3.5
Bus Passenger Traffic				
Intercity bus passenger-miles	2.6 billion	2.3	-4.4	-1.3
Highway traffic volume[6]				
Main rural road vehicle-miles	48.4 billion	3.4	2.4	3.1
Rail passenger traffic[7]				
Amtrak passenger-miles	465.3 million	22.7	4.2	4.4
Travel Price Index[8]	320.2 million	1.0	13.1	13.7
U.S. resident travel[9]				
Total person-trips	136.8 million	39.7	29.7	27.3
Vacation person-trips	98.7 million	75.6	42.2	35.6
Public use of National Parks[10]				
Visits	35,305,200	19.2	5.2	11.3
Overnight stays	2,088,200	38.5	-12.7	-0.3
Foreign arrivals in U.S.[11]				
From overseas	927,841	4.9	3.1	6.5
From Canada	N/A	N/A	N/A	N/A
U.S. citizen departures[11]				
To overseas	855,717	18.0	-6.9	-3.3
To Canada	N/A	N/A	N/A	N/A
Domestic demand for motor gasoline[12]				
Barrels per day	6,950 thousands	5.4	4.3	-1.4

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

October, 1981 Volume 10, Number 10

PRESIDENTIAL ADVISER TO ADDRESS TRAVEL OUTLOOK FORUM

Murray Weidenbaum, chairman of President Reagan's Council of Economic Advisers, will address the 1982 Travel Outlook Forum to be held at the Hyatt Regency in Washington, D.C., December 10, 1981.

Dr. Weidenbaum will discuss the economic forecast for the coming year. As the President's chief economic adviser, Weidenbaum is expected to deliver the latest economic forecast available in America today.

Prior to his appointment by President Regean, Weidenbaum served as director of the Center for the Study of American Business at Washington University, St. Louis, Missouri. During 1969 to 1971, he served as assistant secretary of the treasury for economic policy. Weidenbaum was the corporate economist for the Boeing Company for five years and served as a fiscal economist in the U.S. Bureau of the Budget from 1949 to 1957. Since January 1981, he has been on leave of absence from Washington University in St. Louis, where he holds the Mallinckrodt Distinguished University Professorship.

The travel outlook forum, an annual event now in its seventh year, will focus on travel marketing in the new economy created by the withdrawal of government from business and private affairs. Speakers representing major segments of the travel industry will forecast activity for the coming year.

Since economic fluctuations affect travel activity, Weidenbaum's address will be the keystone of the outlook for travel.

1981 TRAVEL OUTLOOK FORUM
DECEMBER 10, 1981
HYATT REGENCY ON CAPITOL HILL
WASHINGTON, D.C.

Attendance at the December 1981 event is expected to be the largest to date. The travel outlook forum is sponsored by the U.S. Travel Data Center.

For further information, contact Ida Simmons, U. S. Travel Data Canetr, phone (202)293-1040. # #

DATA CENTER DEVELOPS NEW FORECASTING MODEL

The U.S. Travel Data Center is currently developing a forecasting model designed to predict the extent of vacation travel by Americans in the U.S. up to 6 months in advance.

Data for the model will be provided by several questions recently added to the National Travel Survey, a monthly telephone survey of over 1,000 American adults.

Added to existing questions on vacation intentions, the new questions cover such topics as the destination, distance and duration of intended trips, and the type of lodging to be used.

The vacation intentions model began with a study conducted earlier this year by Suzanne Cook, manager of survey research, and Douglas Frechtling, Data Center director. The study suggested that consumer intentions to take vacation trips may be used as a tool for forecasting future travel activity.

Based on data collected last spring for the study, the Data Center predicted that vacation travel would increase 10 to 15 percent during June through August 1981 over the same period of 1980. Data collected subsequently through the National Travel Survey shows that vacation travel, in fact, rose 14 percent this summer when compared to last year, suggesting relatively accurate forecasts are possible. # #

TRAVEL COSTS OUTPACE CONSUMER PRICES IN AUGUST

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 0.9 percent in August.

For comparison, the Consumer Price Index (CPI) rose 0.8 percent, down from the 1.1 percent increase recorded in July.

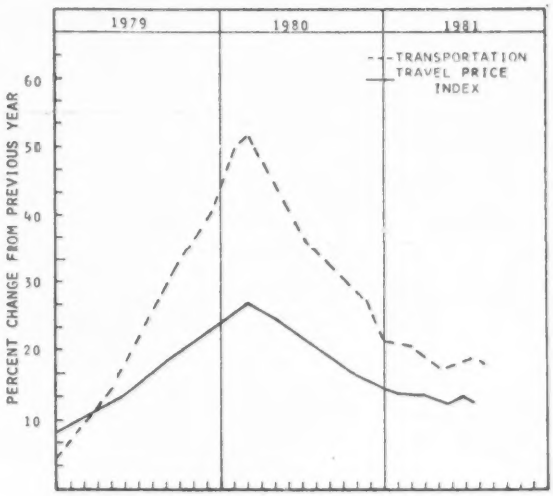
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in this country, stood at 326.1 in August (1967=100).

The cost of lodging while out of town posted an increase of 2.3 percent over July to lead all TPI components. Intercity bus fares followed with a 1.2 percent rise, while airfares rose 1.1 percent for the month.

Gasoline prices declined 0.3 percent from July, the fifth consecutive month gasoline prices have fallen. The cost of incidental goods and services rose 0.9 percent in August, while the price of food away from home rose 0.4 percent.

The TPI has increased 13.4 percent since August 1980, compared to 10.9 percent growth in the CPI during the same period. Airline fares jumped 28.2 percent to lead all other TPI components.

The TPI is based upon U.S. Department of Labor consumer price data and is published monthly by the U.S. Travel Data Center. # #



TRANSPORT PRICE INFLATION LEADS OVERALL TRAVEL PRICE ADVANCE

Monthly and Annual Rates of Change in the Travel Price Index and Components, August, 1981

TPI COMPONENT	Monthly Percent Change July, 1981 to August, 1981	Annual Percent Change August, 1980 to August, 1981
Transportation	0.4%	17.4%
Airline Fares	1.1	28.2
Intercity Bus Fares	1.2	16.6
Intercity Train Fares	0.0	19.3
Taxicab Fares	0.3	8.2
Gasoline	-0.3	9.5
Lodging	2.3	13.7
Food Away From Home	0.4	9.0
Entertainment Services	0.7	6.1
Incidentals	0.9	6.3
TRAVEL PRICE INDEX	0.9	13.4
CONSUMER PRICE INDEX	0.8	10.9

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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TRAVEL CONTINUES TO TOP 1980 LEVELS

Travel in July was moderately stronger than 12 months ago, according to the U.S. Travel Data Center's National Travel Survey conducted in early August.

U.S. travelers took nine percent more person-trips in July than during the same month last year. (A person-trip is recorded each time one person goes on a trip 100 miles or more away from home.)

Business/convention and weekend travel showed especially strong gains, while vacation travel registered only three percent higher than July 1980.

While trips covered about the same distance as last year, duration averaged almost one night shorter than during July 1980. Both the duration and distance of vacation trips dropped, suggesting a continuation of the trend for more close-to-home travel evident earlier this year.

The survey indicates that plans for vacation travel stabilized at the relatively high levels seen throughout this year. Forty-one percent of U.S. adults questioned in the National Travel Survey plan to take a vacation trip during the succeeding six months, up from 39 percent in August 1980.

Since the survey was conducted before the full impact of the air traffic controllers' strike, no major shifts in transportation modes were apparent. Personal motor vehicles were preferred for 68 percent of intended trips, the same proportion as indicated by respondents last year. # #

BRIEFS

Current Travel Indicators Update: Last month, June figures for three categories were unavailable at presstime. The number of Domestic airline revenue passenger-miles in June was 15.1 billion; the number of foreign arrivals from Canada was 794,819; and the number of U.S. citizen departures to Canada was 1,397,690.

# #

A letter from the Auto Club of Missouri asked the following questions about the Travel Price Index (TPI): 1) What is the base? Answer: Both Travel Price Index and Consumer Price Index are calculated using an annual average of 1967=100. 2) Is it possible to obtain monthly cruise and domestic, foreign tour travel TPI comparisons? Answer: Not at present, because TPI is based on Department of Labor consumer price data which has no specific index level calculated on cruise or tour prices. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	July, 1981 visits[1] (thousands)	Change from June, 1981 (percent)	Change from July, 1980 (percent)	1981/80 Year to date change (percent)
New England	2,058.7	36.8%	-6.4%	1.6%
Eastern Gateway	2,825.3	129.6	-27.2	-18.2
G. Washington Country	11,626.5	14.8	16.7	17.6
The South	11,088.4	26.7	5.4	3.0
Great Lakes Country	1,047.3	50.1	.6	-1.2
Mountain West	5,999.4	52.3	14.2	12.7
Frontier West	3,741.8	31.4	19.7	10.1
Far West	6,430.0	19.6	-1.1	8.9
The Islands	719.2	36.3	33.1	6.9
TOTAL	45,536.6	31.7%	5.7%	7.7%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the Travel Industry Association of America (TIA) travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

	July, 1981	% Change From June, 1981	% Change From July, 1980	% Change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,548 million	-4.4	10.5	13.3
Car rental/leasing without drivers	436 million	2.1	5.1	6.8
Eating and drinking places	7,788 million	-1.3	9.8	11.0
Hotels, motels and other lodging places	2,264 million	-4.2	11.5	9.8
Gasoline service stations	8,610 million	-0.3	8.7	11.9
Commercial lodging demand				
Hotel/motel occupancy rate[2]	73.3 percent	0.7	-1.0	-2.6
Real demand for commercial lodging[3]	$810.6 million	6.2	1.4	1.7
Airline passenger traffic[4]				
Domestic revenue passenger-miles	16.0 billion	6.0	-5.5	-8.0
International revenue passenger-miles	5.7 billion	12.5	-3.2	-3.4
Bus Passenger Traffic				
Intercity bus passenger-miles	3.0 billion	10.1	-4.2	-2.0
Highway traffic volume[6]				
Main rural road vehicle-miles	52.6 billion	9.0	1.7	2.8
Rail passenger traffic[7]				
Amtrak passenger-miles	N/A	N/A	N/A	N/A
Travel Price Index[8]	323.3	1.0	13.7	13.7
U.S. resident travel[9]				
Total person-trips	132.6 million	-3.1	9.3	23.1
Vacation person-trips	96.5 million	-2.2	3.3	26.0
Public use of National Parks[10]				
Visits	45,536,900	30.0	1.8	9.3
Overnight stays	3,278,200	57.0	0.6	2.4
Foreign arrivals in U.S.[11]				
From overseas	1,087,255	16.0	-3.3	4.7
From Canada	1,539,503	93.7	-2.3	-1.7
U.S. citizen departures[11]				
To overseas	857,508	-2.7	-7.8	-3.6
To Canada	2,274,501	62.7	4.8	3.2
Domestic demand for motor gasoline[12]				
Barrels per day	6,770 thousands	-1.2	0.5	-1.8

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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